



**NORTH EAST WATER**

**Stieven Taylor and Associates Pty Ltd  
Suite 3 / 622 Macauley Street, Albury, NSW, 2640**

# The 2003 **Customer** Perception Survey



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**NORTH EAST WATER**

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**The 2003 Customer Perception Survey**

**Methodology**

**Computer Added Telephone  
Interviewing (C.A.T.I)**

**Domestic residents**

**In Victoria's North East**

**1024 domestic residents on the database**

**Achieved 1011 community responses**



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# Introduction

This report provides the results and analysis for the 2003 North East Regional Water Authority 'Customer Perception Survey'.

A total of 1011 NERWA customers were interviewed by ST&A telephone researchers during the month of April 2003 in the following areas.

<b>Barnawartha</b>	<b>Glenrowan</b>	<b>Tallangatta</b>
<b>Beechworth</b>	<b>Goorambat</b>	<b>Tungamah</b>
<b>Bellbridge</b>	<b>Harrietville</b>	<b>Wangaratta</b>
<b>Benalla</b>	<b>Kiewa / Tangambalanga</b>	<b>Whitfield</b>
<b>Bright</b>	<b>Mt Beauty /Tawonga</b>	<b>Wodonga</b>
<b>Bundalong</b>	<b>Moyhu</b>	<b>Yackandandah</b>
<b>Chiltern</b>	<b>Myrtleford</b>	<b>Yarrawonga</b>
<b>Corryong</b>	<b>Oxley</b>	
<b>Cudgewa</b>	<b>Porepunkah</b>	
<b>Dartmouth</b>	<b>Rutherglen / Wahgunyah</b>	
<b>Devenish</b>	<b>Springhurst</b>	
<b>Ebden</b>	<b>St James</b>	



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A minimum sample of 1% for each town was achieved.

**Q1.**

**Are you an employee of North East Water ?**

Yes	No
0%	100%

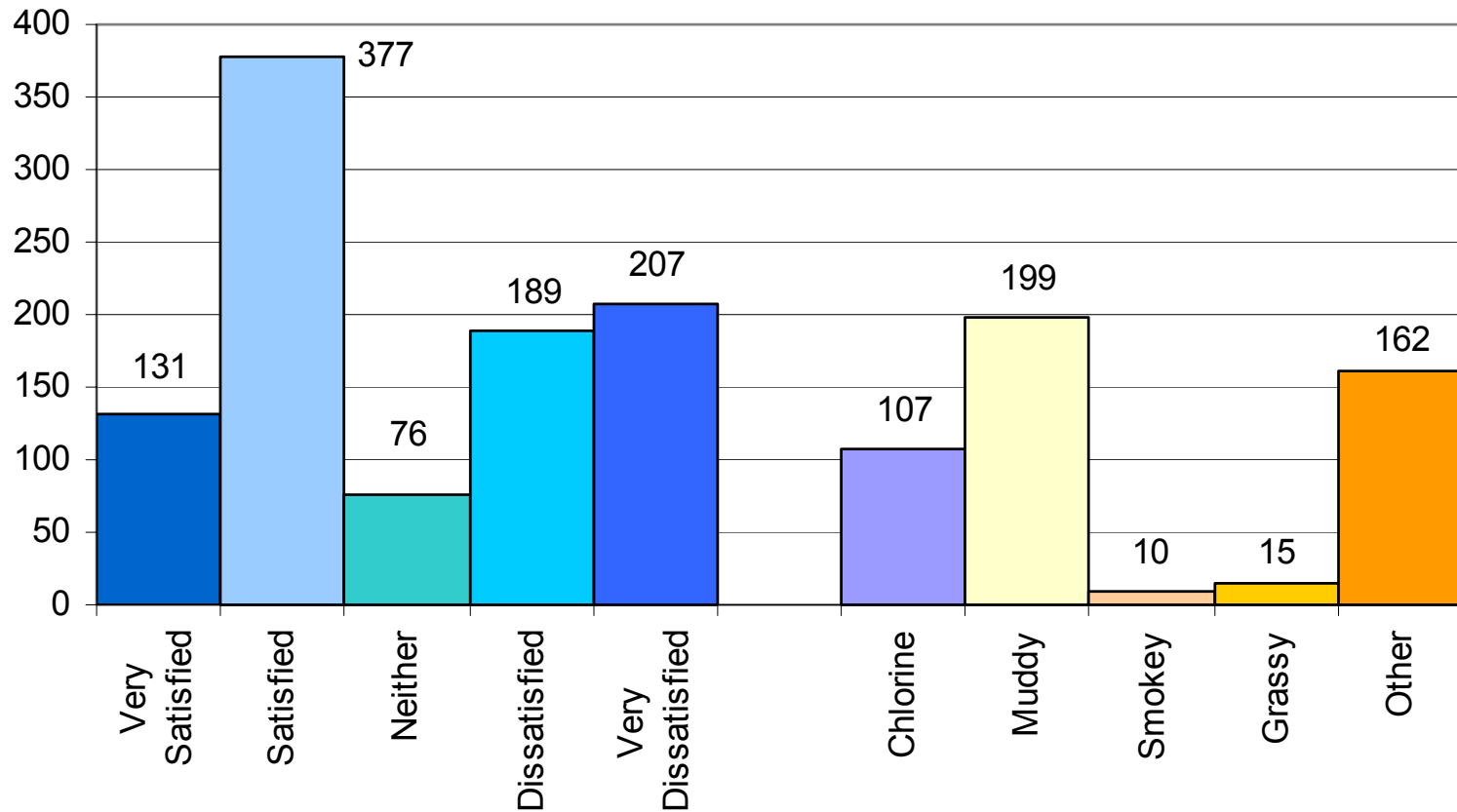
This question was purely for screening purposes. If the telephone researcher encountered a person who worked for North East Water, the survey was terminated.



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Q2a - 1

## How would you rate your satisfaction with the taste of your water?



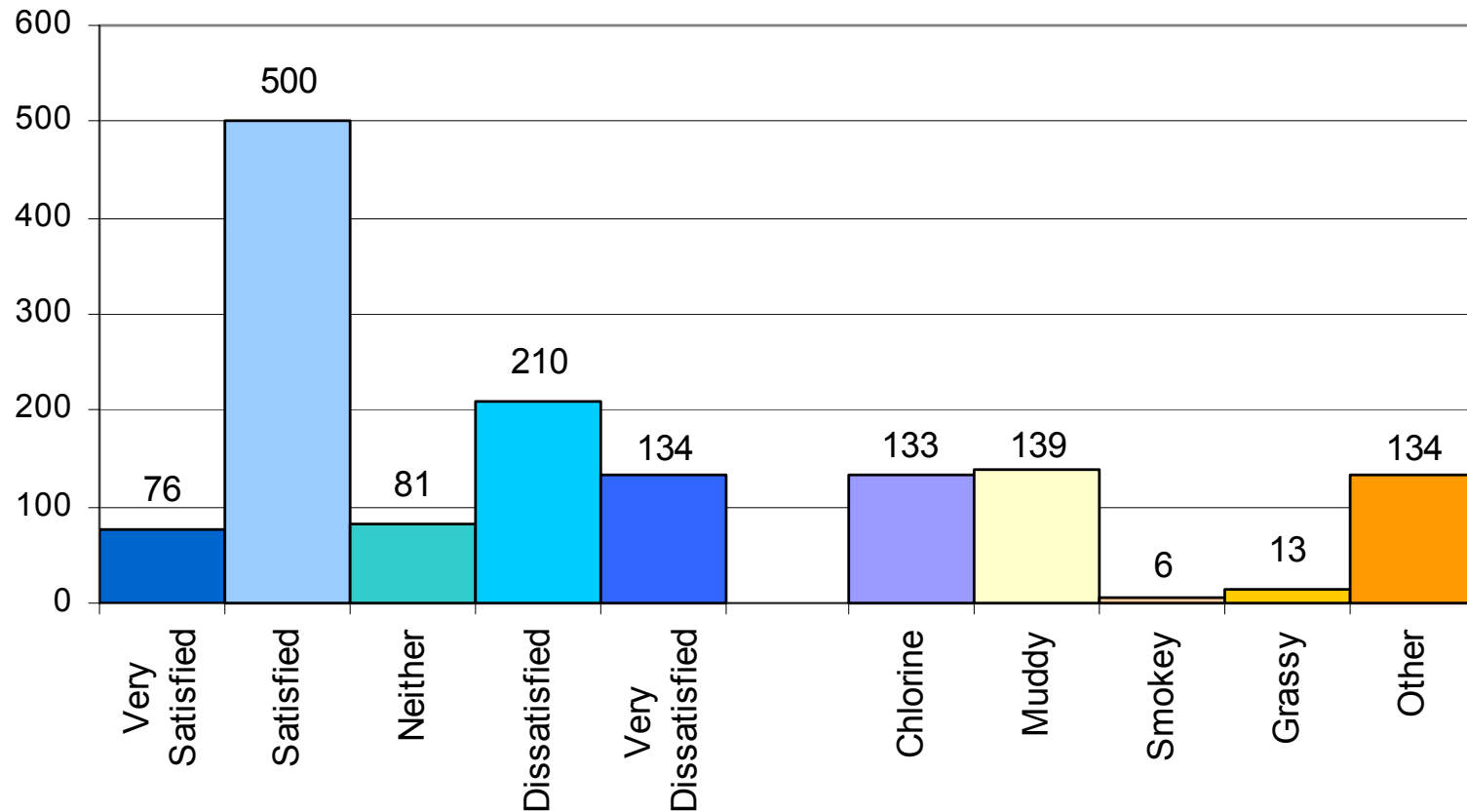
**31 customers declined to make comment in relation to this question.**



NORTH EAST WATER

Q2a - 2

## How would you rate your satisfaction with the smell of your water?



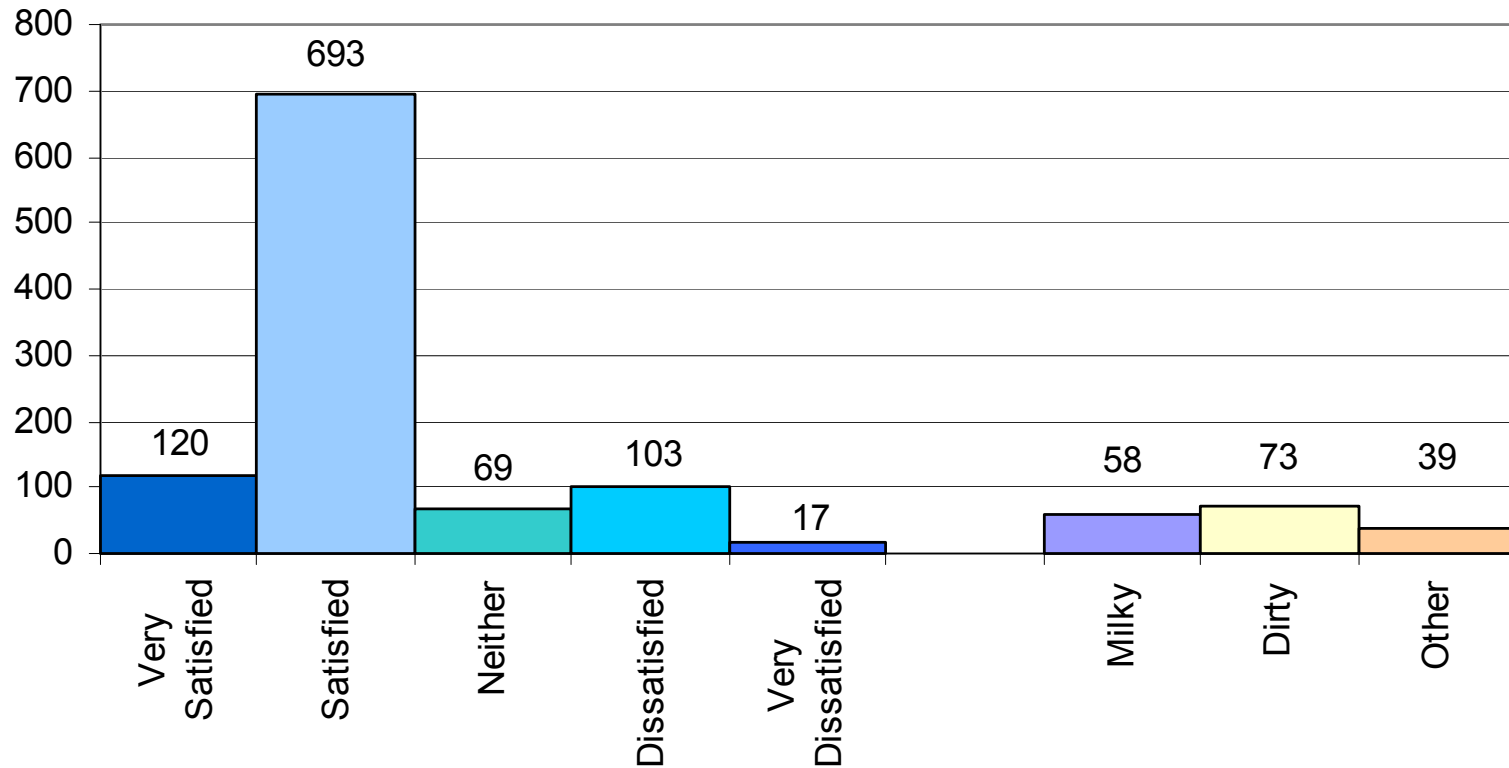
**10 customers declined to make comment in relation to this question.**



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Q2a - 3

## How would you rate your satisfaction with the clarity of your water?



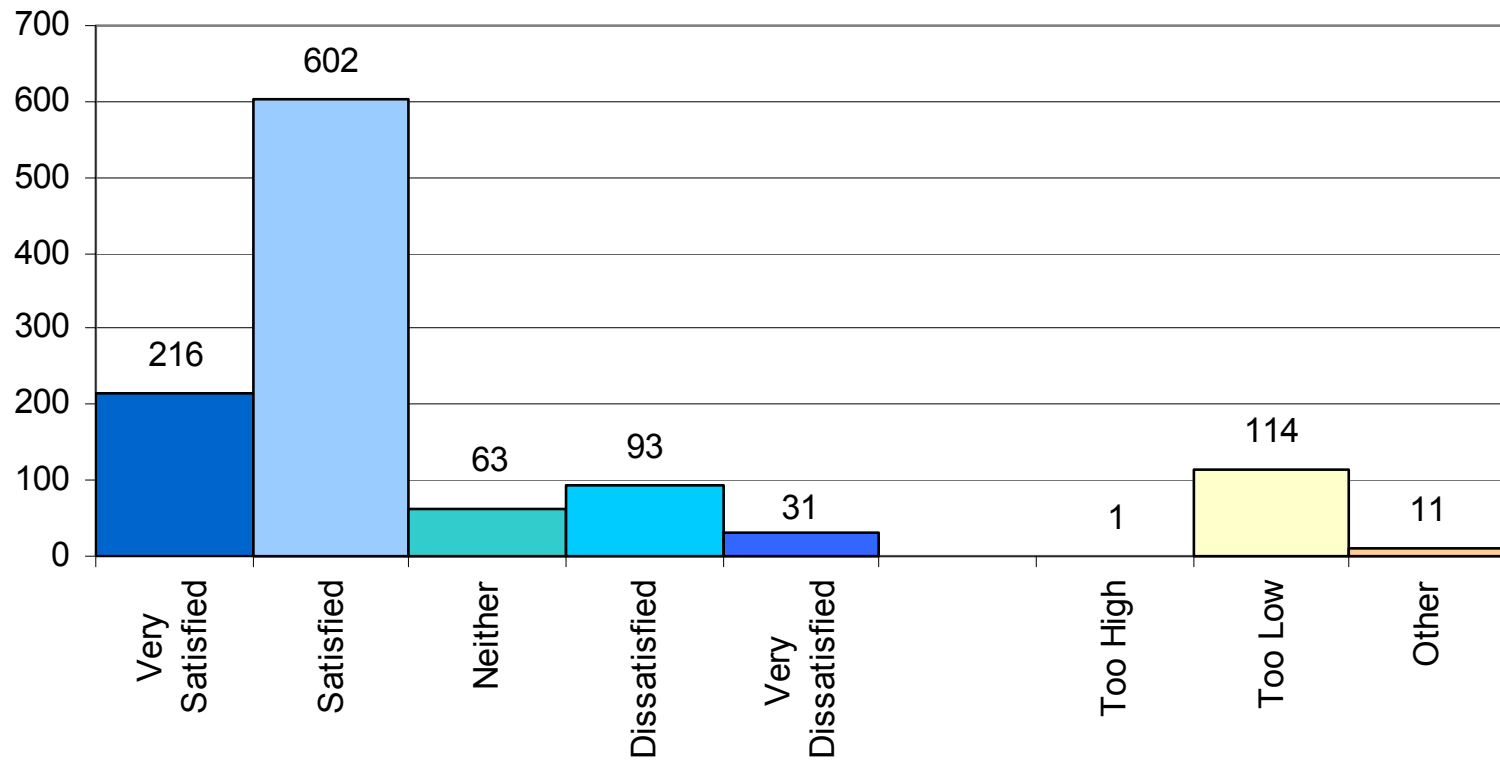
9 customers declined to make comment in relation to this question.



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Q2a - 4

## How would you rate your satisfaction with the pressure of your water?



6 customers declined to make comment in relation to this question.



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**Q2a 1-4**

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

Year	Very Satisfied	Satisfied	Neither Satisfied or Dissatisfied	Dissatisfied	Very Dissatisfied
<b>Taste</b> <b>2003</b>	13%	38%	8%	19%	21%
2002	17%	56%	14%	9%	4%
2001	20%	48%	16%	13%	3%
<b>Smell</b> <b>2003</b>	8%	50%	8%	21%	13%
2002	12%	67%	12%	8%	1%
2001	13%	62%	14%	10%	1%
<b>Clarity</b> <b>2003</b>	12%	69%	7%	10%	2%
2002	19%	68%	7%	5%	1%
2001	14%	72%	8%	5%	1%
<b>Pressure</b> <b>2003</b>	21%	60%	6%	9%	3%
2002	31%	50%	8%	9%	3%
2001	20%	62%	9%	7%	2%



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## Q2<sub>b</sub>

### Are you connected to the sewerage system?

Year	Yes	No	Don't Know	Not Sure
2003	81%	9%	8%	1%
Responses	820	92	82	13
2002	86%	9%	3%	2%

A lower proportion of those surveyed are connected to the sewerage system at 81% compared to 86% for 2002.

The no response registered the same percentage value as 2002 of 9%.

Don't know recorded a total of 8%, compared to 5% in 2002.

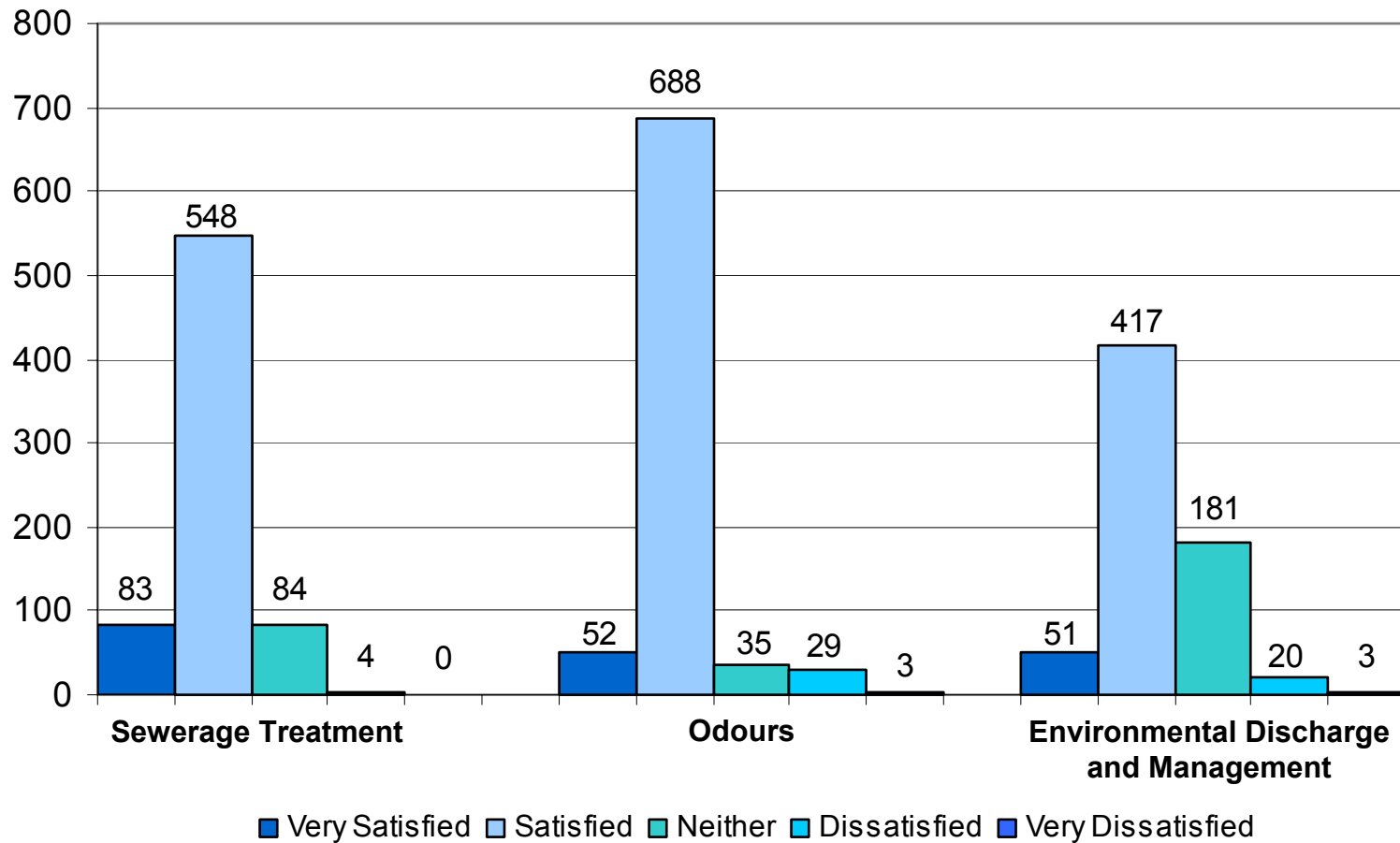
4 customers declined to make comment in relation to this question.



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Q2<sub>c</sub>

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



101 customers declined to make comment in relation to the sewerage treatment question. 13 customers declined to make comment to the odours question, and 148 customers declined to make comment to the environmental discharge and management question.



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Q2<sub>c</sub>

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

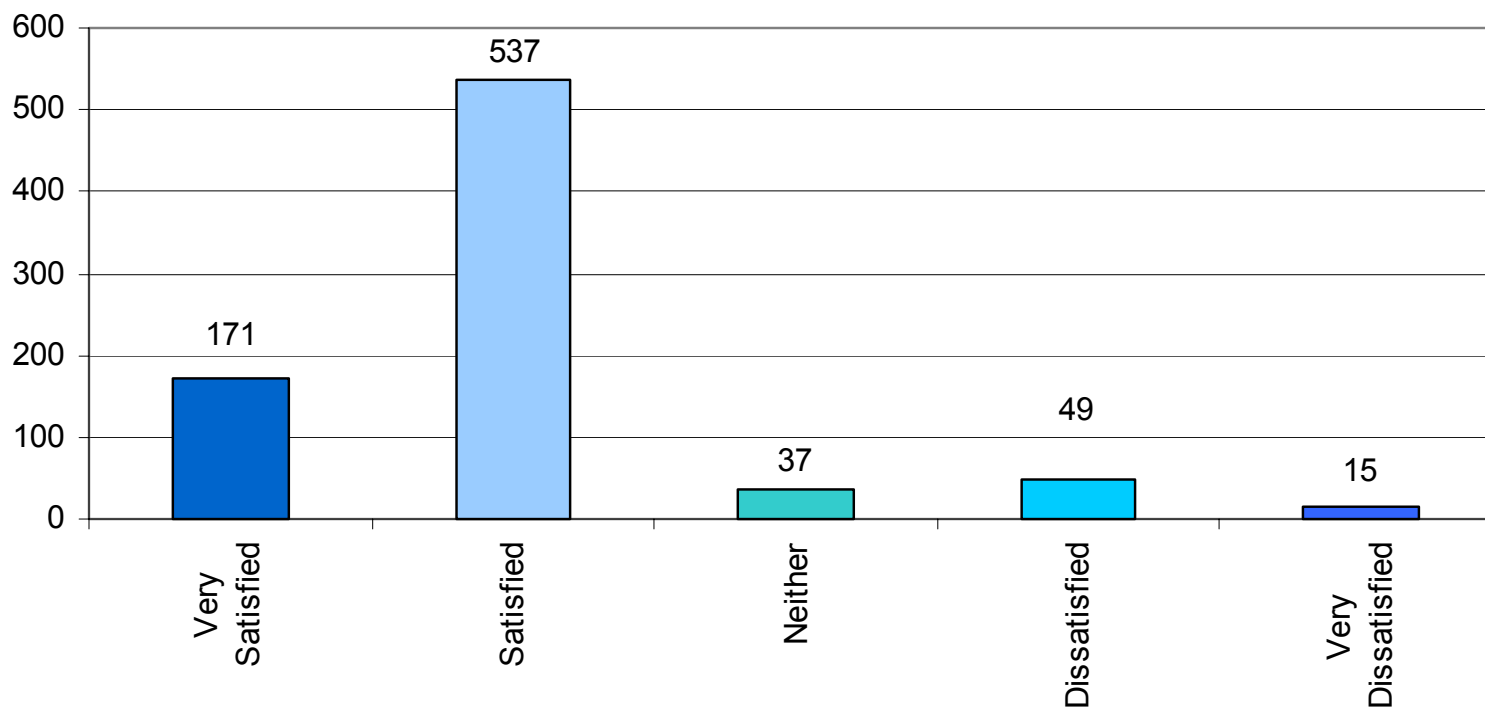
Year	Very Satisfied	Satisfied	Neither Satisfied or Dissatisfied	Dissatisfied	Very Dissatisfied
<b>Sewerage Treatment</b> 2003	12%	76%	12%	1%	0%
2002	10%	81%	8%	0.4%	0.4%
2001	7%	88%	4%	1%	0%
<b>Odours</b> 2003	6%	85%	4%	4%	0.4%
2002	9%	83%	5%	2%	1%
2001	5%	89%	4%	2%	0%
<b>Environmental Discharge and Management</b> 2003	8%	62%	27%	3%	0%
2002	8%	80%	11%	1%	0.1%
2001	4%	89%	6%	1%	0%



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Q2<sub>d</sub>

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



11 customers declined to make comment in relation to this question.



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**Q2<sub>d</sub>**

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

Year	Very Satisfied	Satisfied	Neither Satisfied or Dissatisfied	Dissatisfied	Very Dissatisfied
2003	21%	66%	5%	6%	2%
2002	15%	80%	3%	1%	0.5%
2001	13%	88%	4%	2%	0.002%

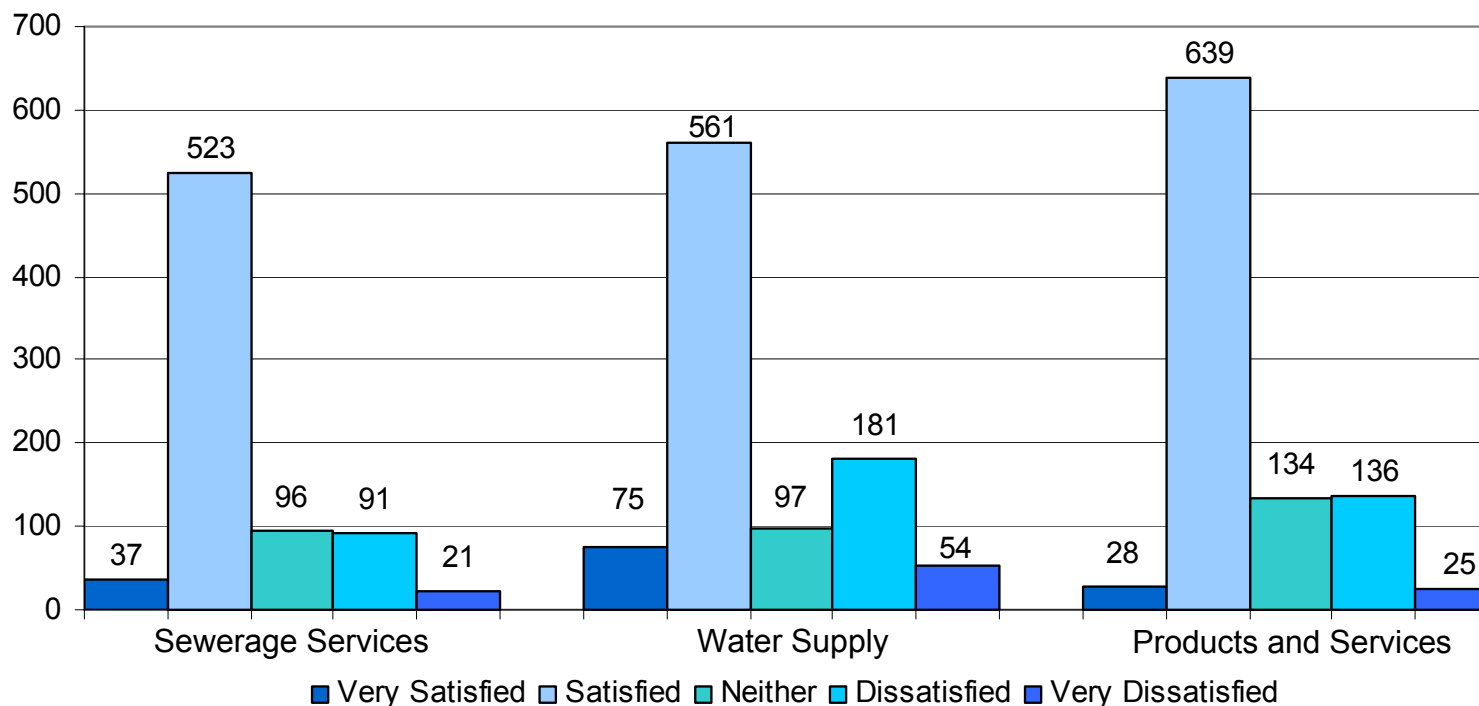
A total satisfaction level of 87% was recorded, compared to 2002 at 95%.

Customer dissatisfaction levels have increased, with 8% recorded in 2003, 1.5% recorded in 2002, and 2% recorded in year 2001.

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# Q3<sub>a,b,c</sub>

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



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52 customers declined to make comment in relation to the sewerage services question. 43 customers declined to make comment to the water supply question, and 49 customers declined to make comment to the product and services question.

# Q3<sub>a,b,c</sub>

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

Year	Very Satisfied	Satisfied	Neither Satisfied or Dissatisfied	Dissatisfied	Very Dissatisfied
<b>Sewerage Services 2003 (768 / 820)</b>	5%	68%	13%	12%	3%
2002 (855)	3%	56%	25%	13%	3%
2001 (855)	2%	56%	24%	17%	1%
<b>Water Supplied 2003 (968 / 1011)</b>	8%	58%	10%	19%	6%
2002 (991)	4%	53%	20%	17%	6%
2001 (1021)	3%	56%	19%	20%	2%
<b>Products and Services 2003 (962 / 1011)</b>	3%	66%	14%	14%	3%
2002 (991)	3%	53%	25%	17%	3%
2001 (1021)	2%	50%	30%	17%	2%



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Q4<sub>a</sub>

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

Year	Yes	No	Total
2003 (218)	22%	78%	100%
Response	218	793	1011
2002 (151)	15%	85%	100%
2001 (177)	17%	83%	100%

Of those surveyed, 218 said that they had contacted North East Water in the past 12 months, this amounts to 22% compared to 151 in 2002, which represented 15% of those surveyed.



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## Q4<sub>b</sub>

### How did you contact them?

Year	In Person	Telephone	Letter	Email	Web
2003 Responses	17	203	1	1	1
2002 Responses	18	127	5	0	1
2001 Responses	17	157	5	1	0
2003 Percentage	7.6%	91%	0.45%	0.45%	0.45%
2002 Percentage	12%	84%	3%	0%	1%
2001 Percentage	10%	89%	1%	0%	0%

The results show a decrease in personal visitation to 7.6%, compared to 2002 results of 12%.

Telephone contact has increased from 84% in 2002, to 91% in 2003.

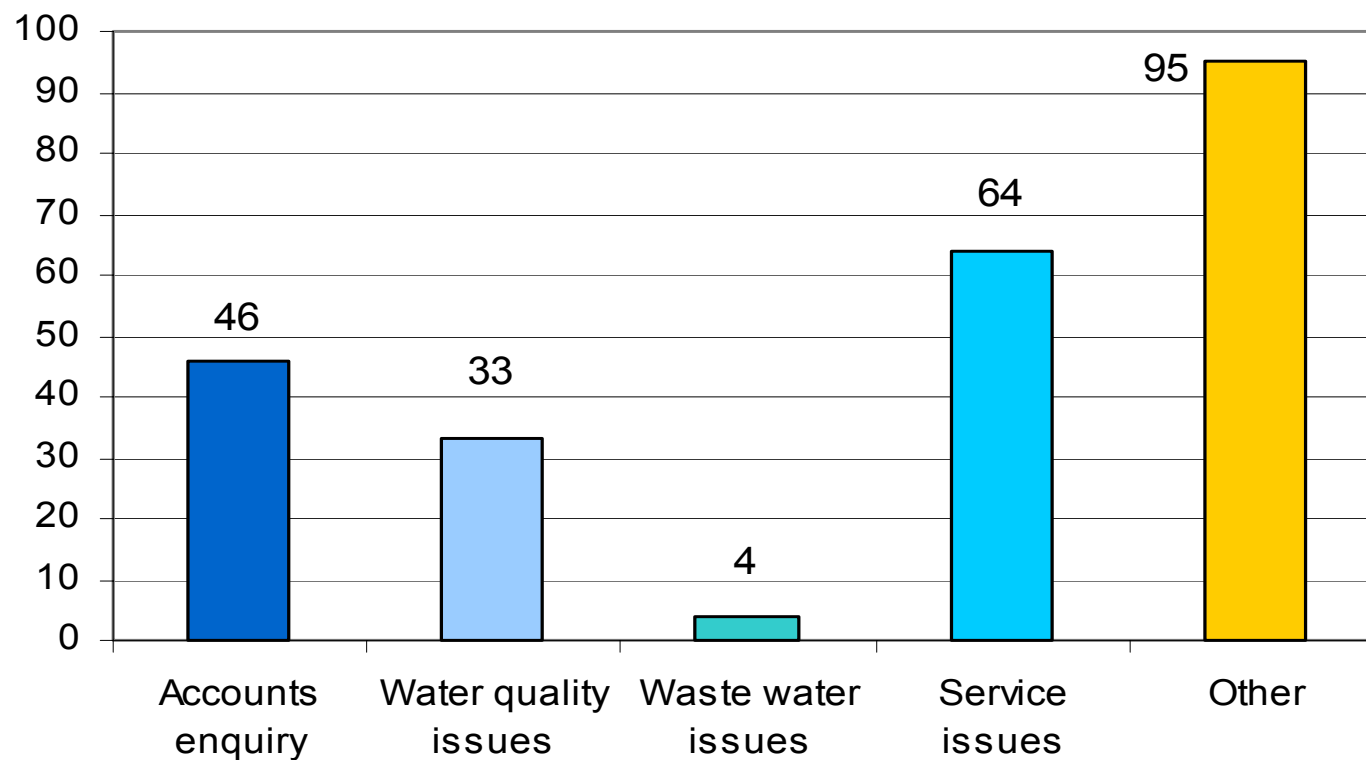
Email and Web contact still remains very low.



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Q4c

## Your reason/s for calling North East Water?



Please refer to attached comment report for 'Other' for Question 4C.



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## Q4c

### Your reason/s for calling North East Water?

Year	Accounts Enquiry	Water Quality Issues	Waste Water Issues	Service Issues	Other
2003	19%	14%	2%	26%	39%

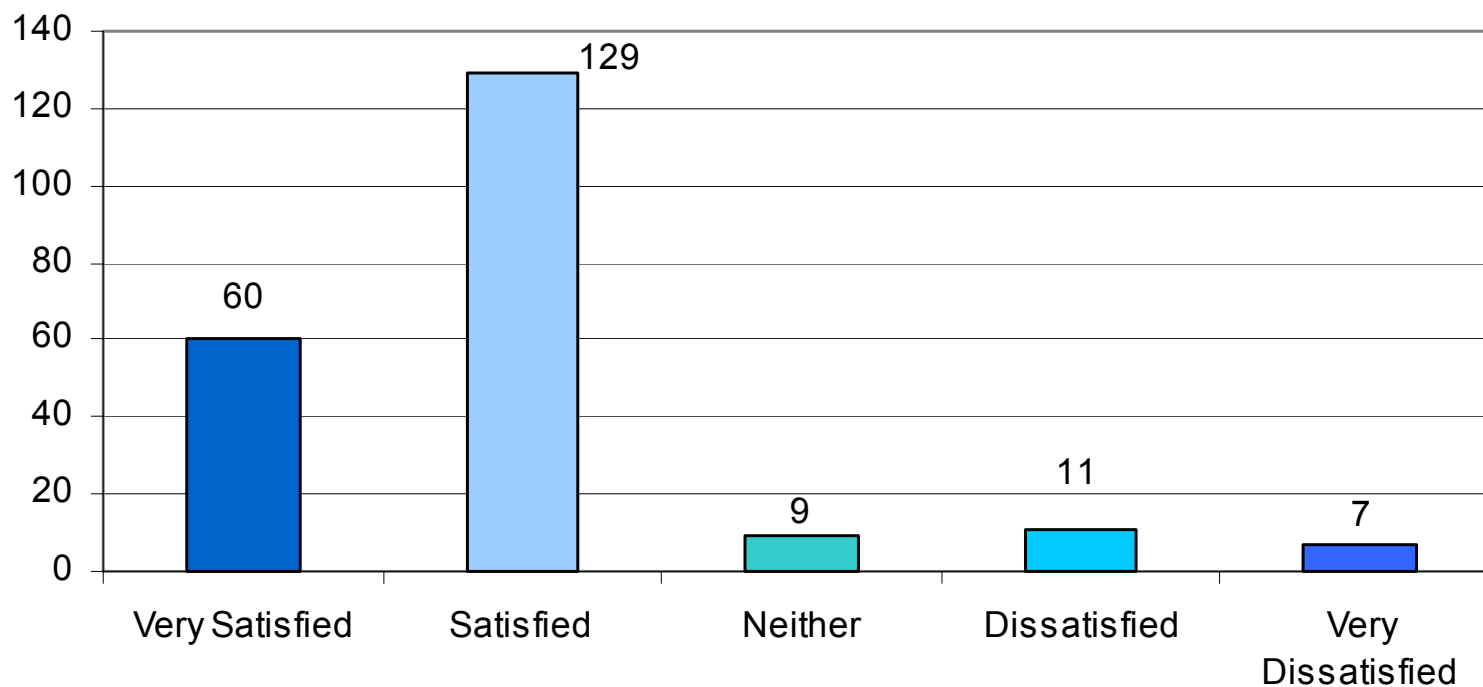
**Service issues was identified as the main reason for calling NERWA followed by Accounts enquiries.**



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Q4<sub>d</sub>

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



**2 customers declined to make comment in relation to this question.**



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# Q4<sub>d</sub>

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

Year	Very Satisfied	Satisfied	Neither Satisfied or Dissatisfied	Dissatisfied	Very Dissatisfied
2003	28%	60%	4%	5%	3%
2002	28%	62%	4%	3%	2%
2001	17%	75%	2%	5%	1%

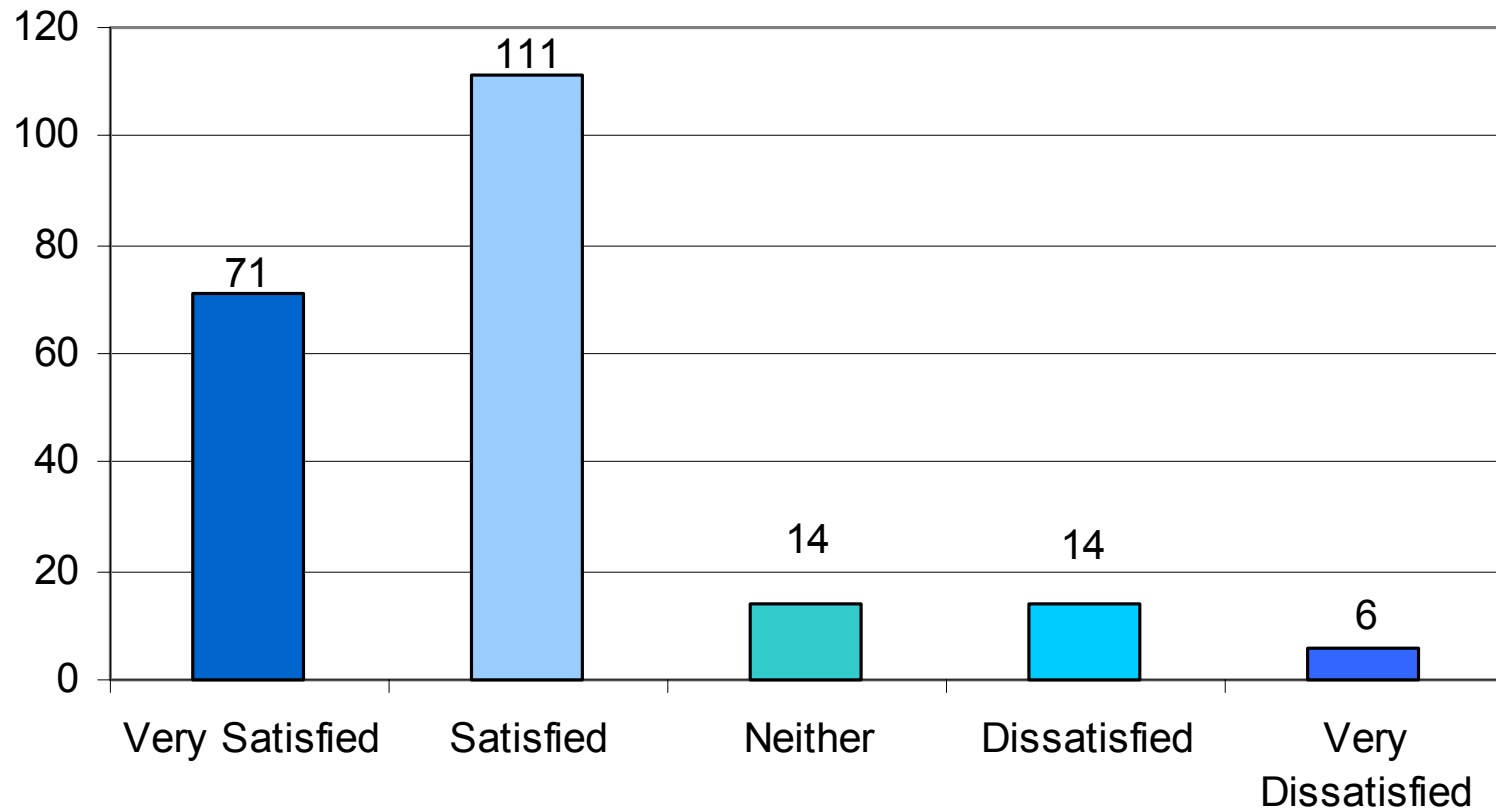
Customer satisfaction levels with ease of access has remained high recording the same as 2002 at 28%.



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# Q5

## How satisfied were you with the service you received?



**2 customers declined to make comment in relation to this question.**



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## Q5

### How satisfied were you with the service you received?

Year	Very Satisfied	Satisfied	Neither Satisfied or Dissatisfied	Dissatisfied	Very Dissatisfied
2003	33%	51%	6%	6%	3%
2002	28%	62%	4%	3%	2%
2001	24%	61%	6%	6%	4%

A significant increase in the very satisfied category for customer satisfaction was recorded in 2003 compared to previous years.

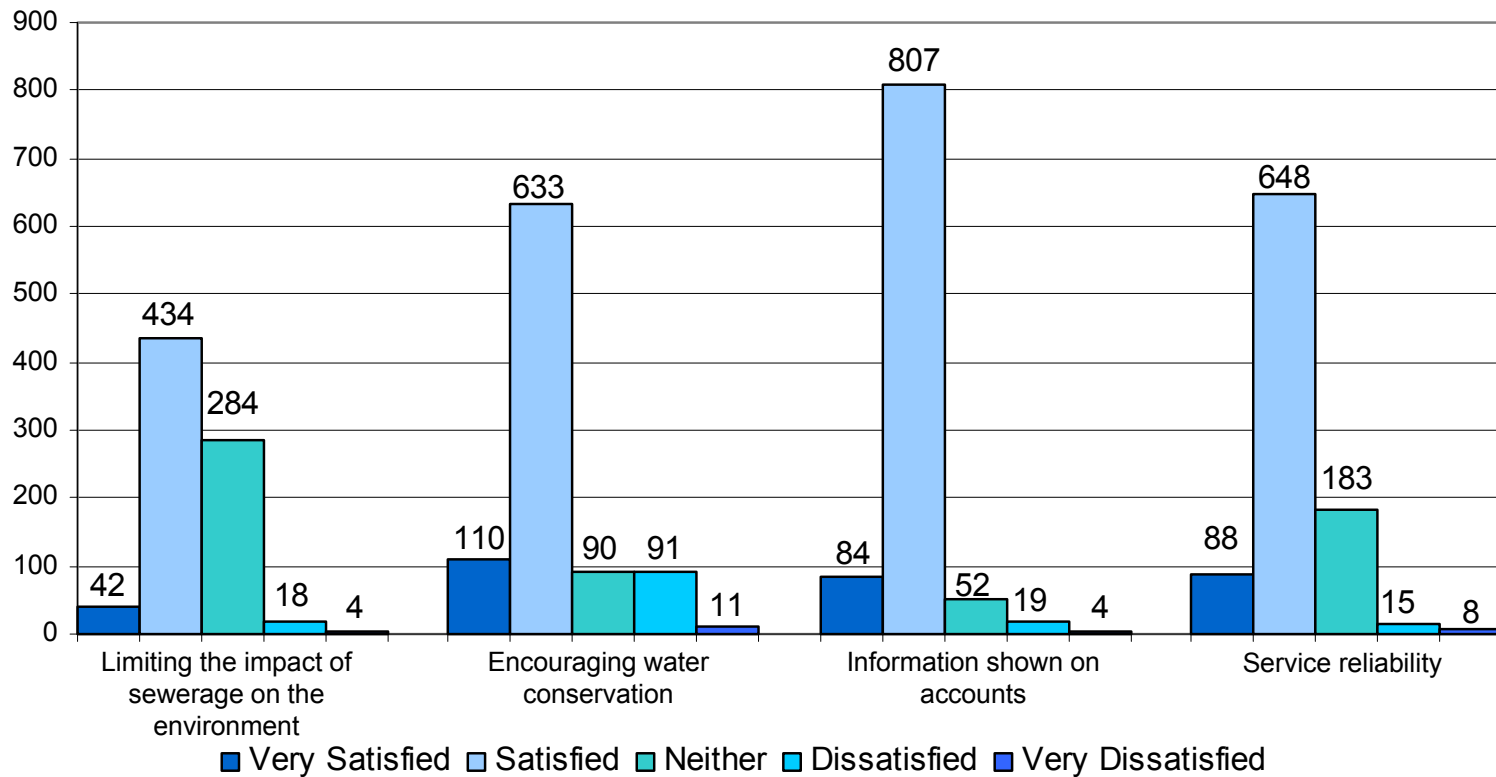
Total dissatisfaction level is up to 9% compared to 5% in 2002 and 10% in 2001.



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# Q6<sub>a,b,c,d</sub>

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



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229 customers declined to make comment in relation to limiting the impact of sewerage on the environment question. 76 customers declined to make comment to encouraging water conservation question. 45 customers declined to make comment to information shown on accounts question, and 69 customers declined to make comment to service reliability question.

**Q6<sub>a,b,c,d</sub>**

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

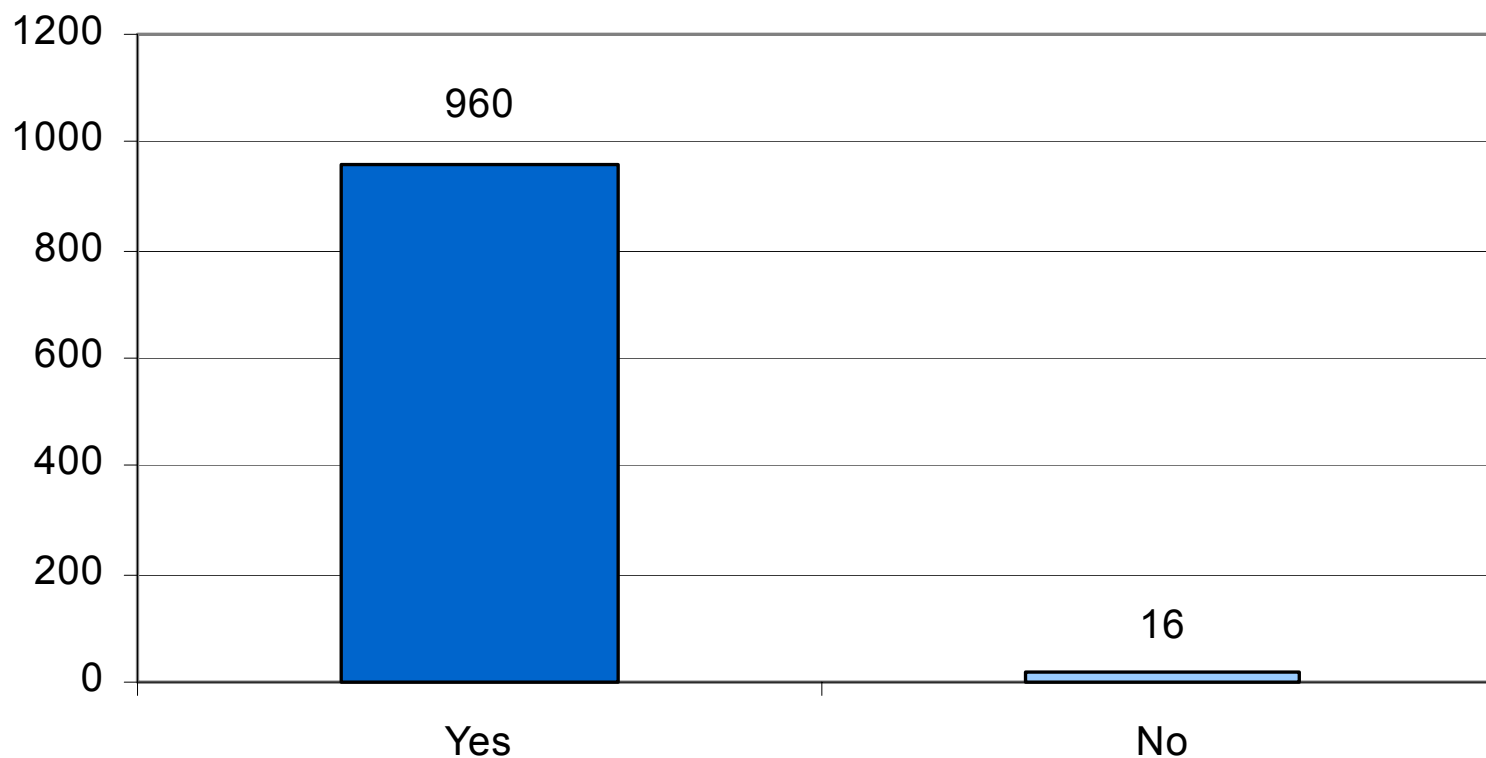
Year	Very Satisfied	Satisfied	Neither Satisfied or Dissatisfied	Dissatisfied	Very Dissatisfied
<b>Limiting the impact of sewerage on the environment 2003</b>	5%	55%	36%	2%	1%
2002	4%	42%	51%	1%	0.2%
2001	1%	51%	45%	2%	<1%
<b>Encouraging water conservation 2003</b>	12%	68%	10%	10%	1%
2002	13%	55%	28%	3%	1%
2001	3%	58%	29%	9%	<1%
<b>Information shown on accounts 2003</b>	9%	84%	5%	2%	0%
2002	13%	75%	11%	2%	0.1%
2001	2%	89%	7%	1%	0%
<b>Service reliability 2003</b>	9%	69%	19%	2%	1%
2002	11%	79%	9%	1%	0.1%
2001	2%	77%	19%	1%	<1%



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Q6<sub>e</sub>

Are you happy with the range of payment options available?



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Year	Yes	No
2003	98%	2%
2002	98%	2%
2001	99%	1%

**35 customers declined to make comment in relation to this question.**

The 2003 Customer Perception Survey / **Response**

**Q6f**

## What payment options would you prefer?

**The payment options were similar to that of 2002 as follows:**

- Credit Card payment ie: American Express
- Direct debit
- Bpay
- Debit Card / fortnightly
- Personal Payments
- Instalments

16 respondents made comment relating to payment options.



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## Q7<sub>a</sub>

### Do you recall receiving a newsletter from North East Water?

Year	Yes	No
2003	72%	28%
Responses	697	273
2002	62%	38%
2001	72%	28%

The 2003 results indicate that more people have recall of receiving the North East Water newsletter.

72% of those surveyed recall receiving a newsletter in 2003, compared to 62% in 2002.

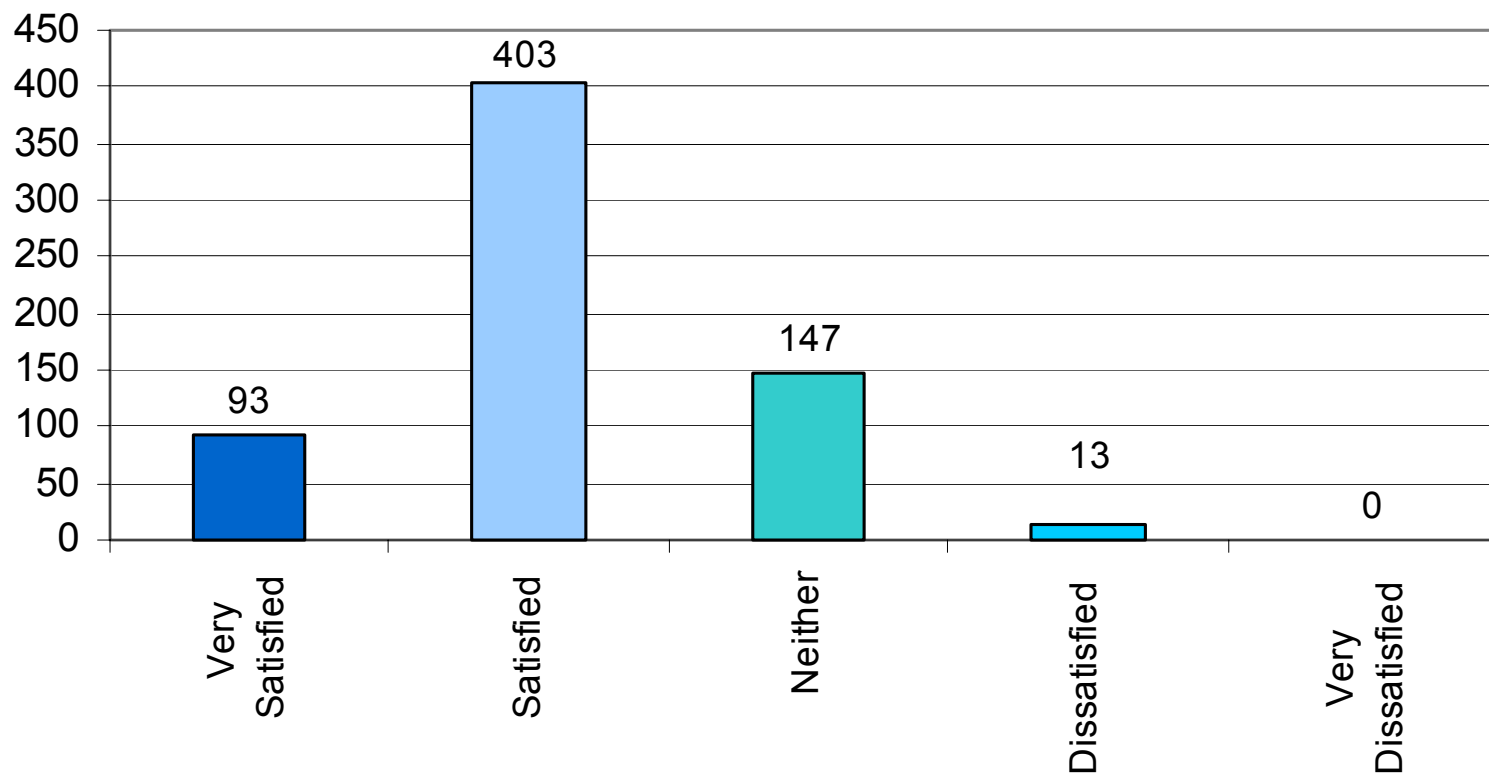
**41 customers declined to make comment in relation to this question.**



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Q7<sub>b</sub>

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



41 customers declined to make comment in relation to this question.



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## Q7<sub>b</sub>

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

Year	Very Satisfied	Satisfied	Neither	Dissatisfied	Very Dissatisfied
2003	14%	61%	22%	2%	0%
2002	11%	56%	32%	2%	0%
2001	4%	64%	31%	1%	0%

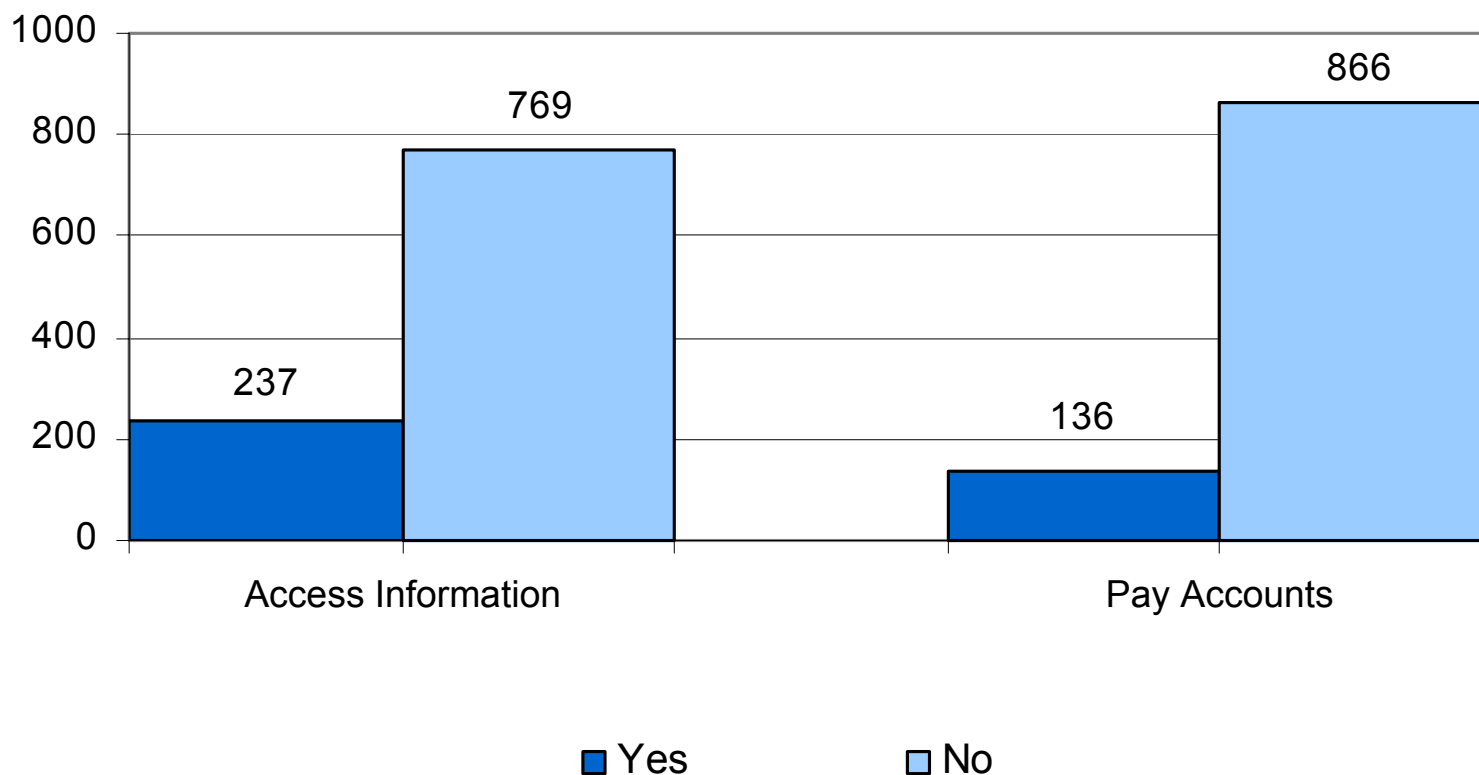
Customers displayed a level of satisfaction of 75% in 2003 for the usefulness of the information provided compared to 67% in 2002 and 68% in 2001. Dissatisfaction remained constant at 2%.



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Q8<sub>a,b</sub>

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



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5 customers declined to make comment in relation to 'Access Information' and 9 customers declined to make comment in relation to 'Pay Accounts'.

**Q8<sub>a,b</sub>**

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

Year	Yes	No
<b>Would you use the Internet to access information about NERWA?</b>		
<b>2003</b>	24%	76%
2002	19%	81%
2001	11%	89%
<b>Would you use the Internet to pay your account?</b>		
<b>2003</b>	14%	86%
2002	13%	87%
2001	7%	93%

An increase in the yes response was recorded in both categories for year 2003.



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**Q9<sub>a,b</sub>**

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

<b>Awareness Level</b>	<b>Yes</b>	<b>No</b>	<b>Yes</b>	<b>No</b>
Toilet 2003	985	26	98%	2%
Sink / Drain 2003	992	19	98%	2%

The 2003 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, a high proportion of customers surveyed still have awareness of the initial campaign.

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



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Q9<sub>a</sub>

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

### Main Issues:

Toilet	No. of responses
Sanitary products	351
Solids / Hard / Foreign objects	207
Chemicals / Toxic products	126
Nappies / Liners	66
Tissues / Paper / Newspaper	60
Fats / Grease / Oils	59



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Please refer to the attached complete list

Q9<sub>b</sub>

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

### Main Issues:

Drain/Sink	No. of responses
Grease / Fats/ Oils	674
Chemicals/Toxic products	169
Food waste / Scraps / Peelings	127
Paints / Thinners / Turps	85
Solids / Hard / Foreign objects	26
Fuels / Oils	24

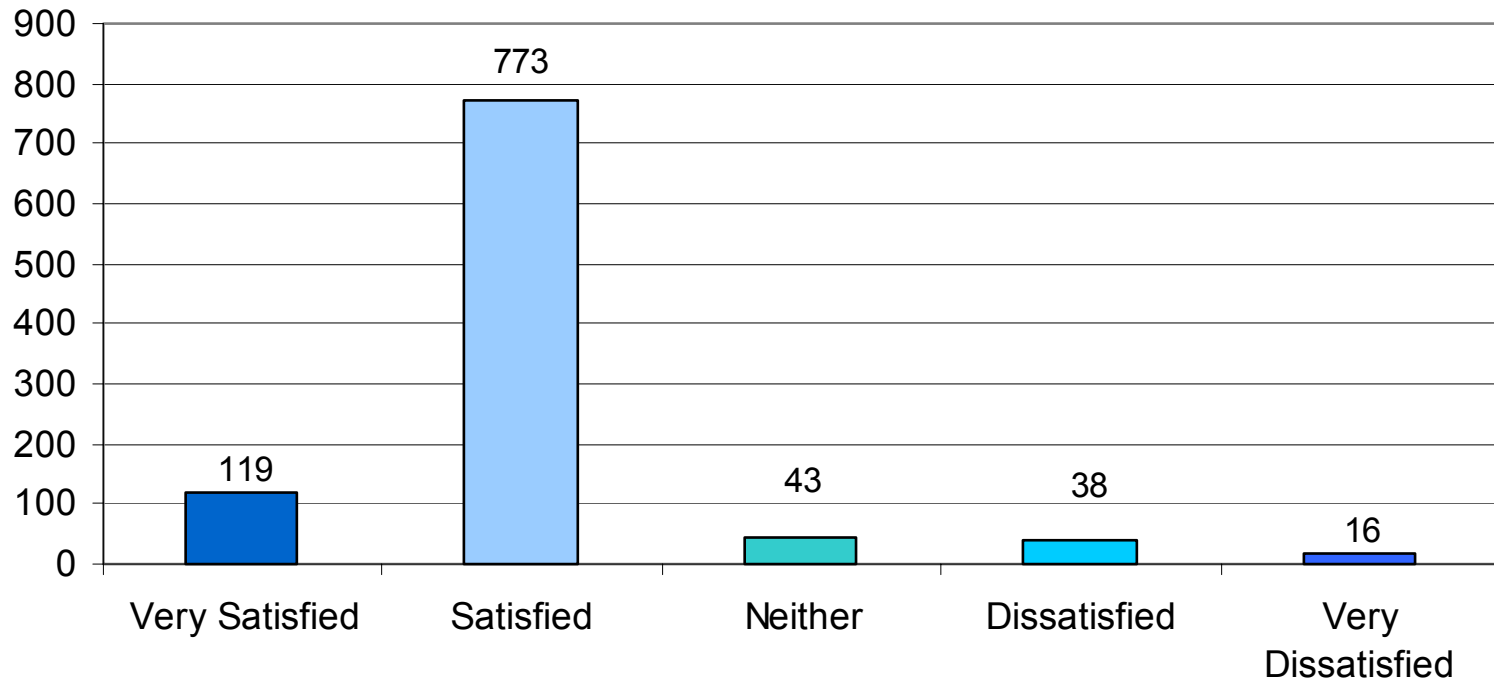
Please refer to the attached complete list



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# Q10

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



**22 customers declined to make comment in relation to this question.**



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# Q10

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

Year	Very Satisfied	Satisfied	Neither Satisfied or Dissatisfied	Dissatisfied	Very Dissatisfied
2003	12%	78%	4%	4%	2%
2002	17%	77%	4%	2%	0.4%
2001	19%	72%	6%	3%	<1%

A level of overall customer satisfaction was recorded for 2003 at 90% compared to 2002 at 94%. The very satisfied category reduced in 2003 to 12% from 17% in 2002.

Also indicating an increase in dissatisfied and very dissatisfied levels in 2003 to 6% overall.



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**Q11<sub>a</sub>**

**Are you under current water restrictions?**

<b>Yes</b>	<b>No</b>
465	0

The customers were prompted to reply to the following questions by making them aware of their town's current water restriction level.

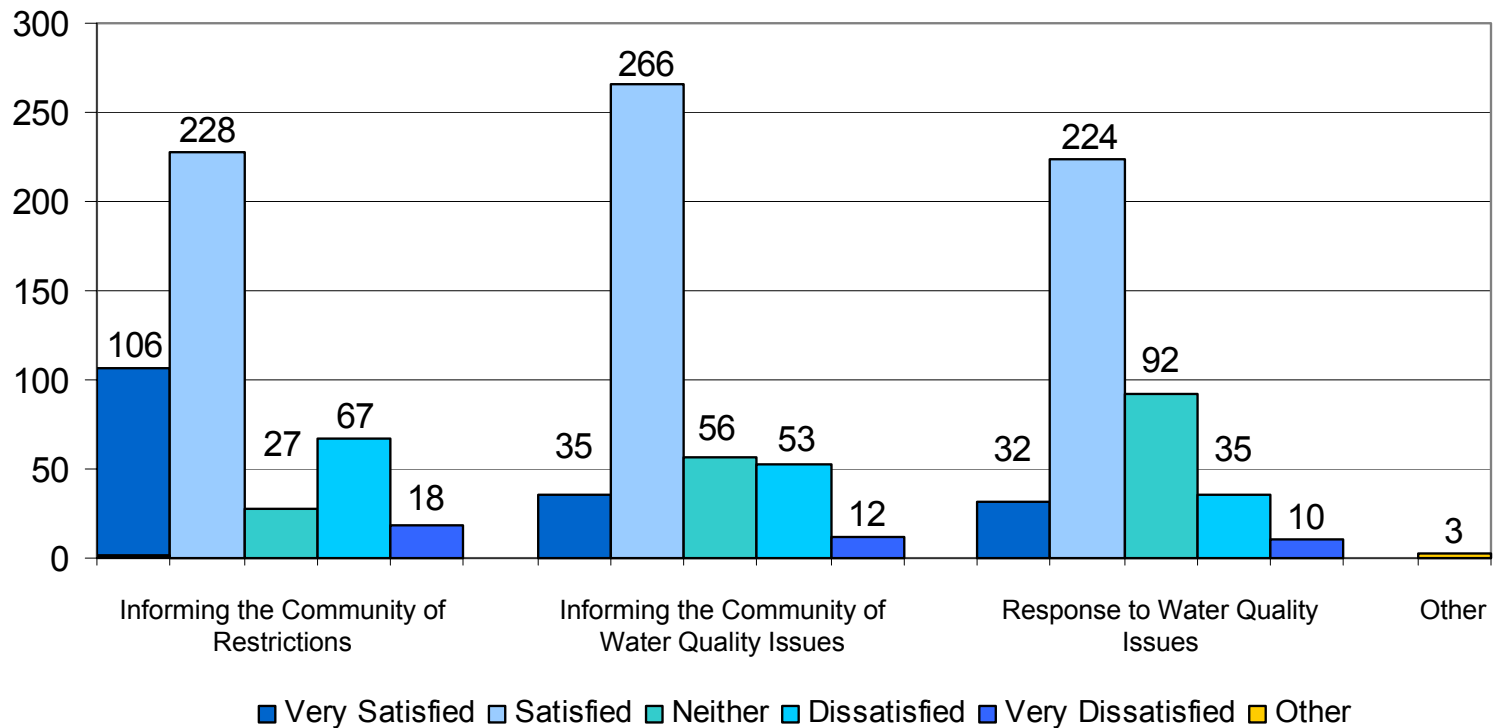
This question only applied to towns that were under water restrictions at the time of the survey.



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# Q11<sub>b</sub>

## In your opinion, how has North East Water managed the following:



19 customers declined to make comment in relation to Informing the community of restrictions.

43 customers declined to make comment in relation to Informing the community of water quality issues.

72 customers declined to make comment in relation to Response to water quality issues.



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# Q11<sub>b</sub>

In your opinion, how has North East Water managed the following:

	<b>Very Satisfied</b>	<b>Satisfied</b>	<b>Neither Satisfied or Dissatisfied</b>	<b>Dissatisfied</b>	<b>Very Dissatisfied</b>
Informing the Community of Restrictions	24%	51%	6%	15%	4%
Informing the Community of Water Quality Issues	8%	63%	13%	13%	3%
Response to Water Quality Issues	8%	57%	23%	9%	3%



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**Q11<sub>b</sub>**

**In your opinion, how has North East Water managed the following: Other**

**Only three comments were received as follows:**

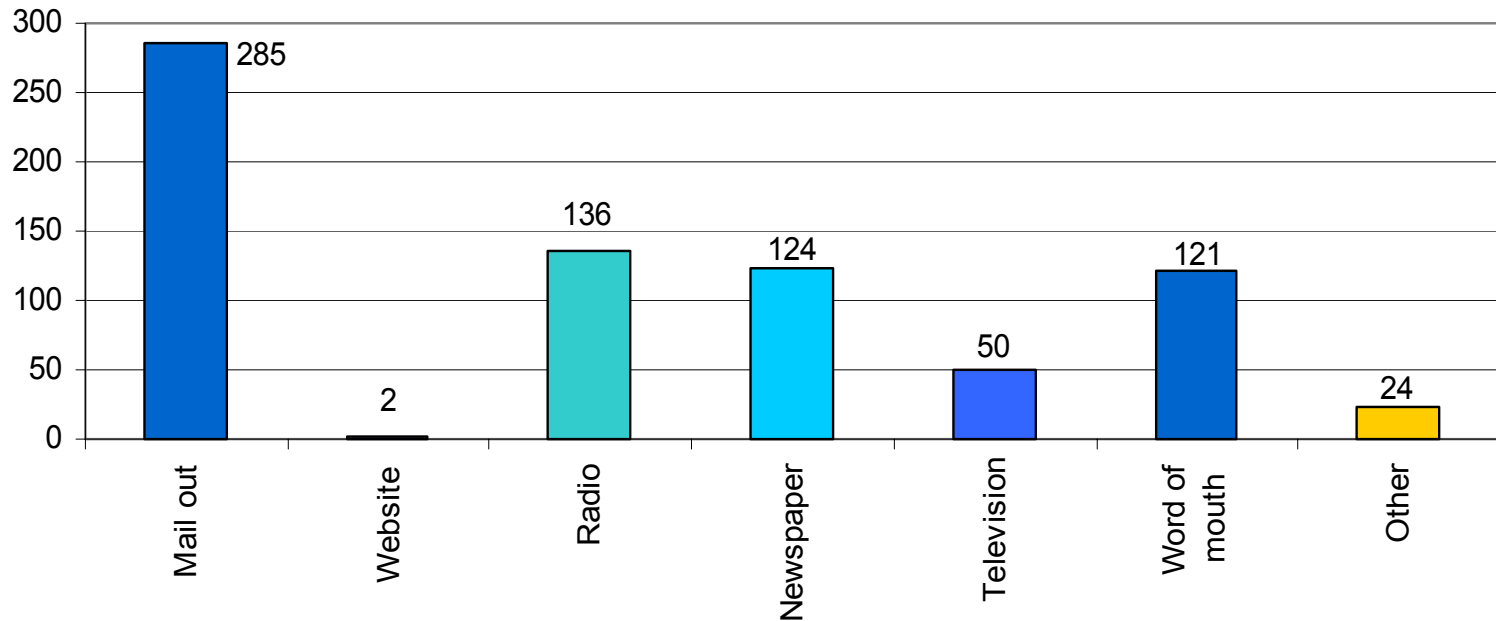
1. Not satisfied with constant updates with restrictions.
2. Not enough information about water restrictions.
3. Dissatisfied with overall water restriction issues.



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# Q11c

## How did you find out about your local water restrictions?



Year	Mail out	Website	Radio	Newspaper	Television	Word of mouth	Other
2003	38%	0%	18%	17%	7%	16%	3%

The community identified with the mail out from North East Water as the main source of information about water restrictions followed by radio, newspaper and word of mouth.



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**Q11<sub>c</sub>**

## How did you find out about your local water restrictions? Other

**The following sources were identified by 24 respondents as providing additional information about water restrictions:**

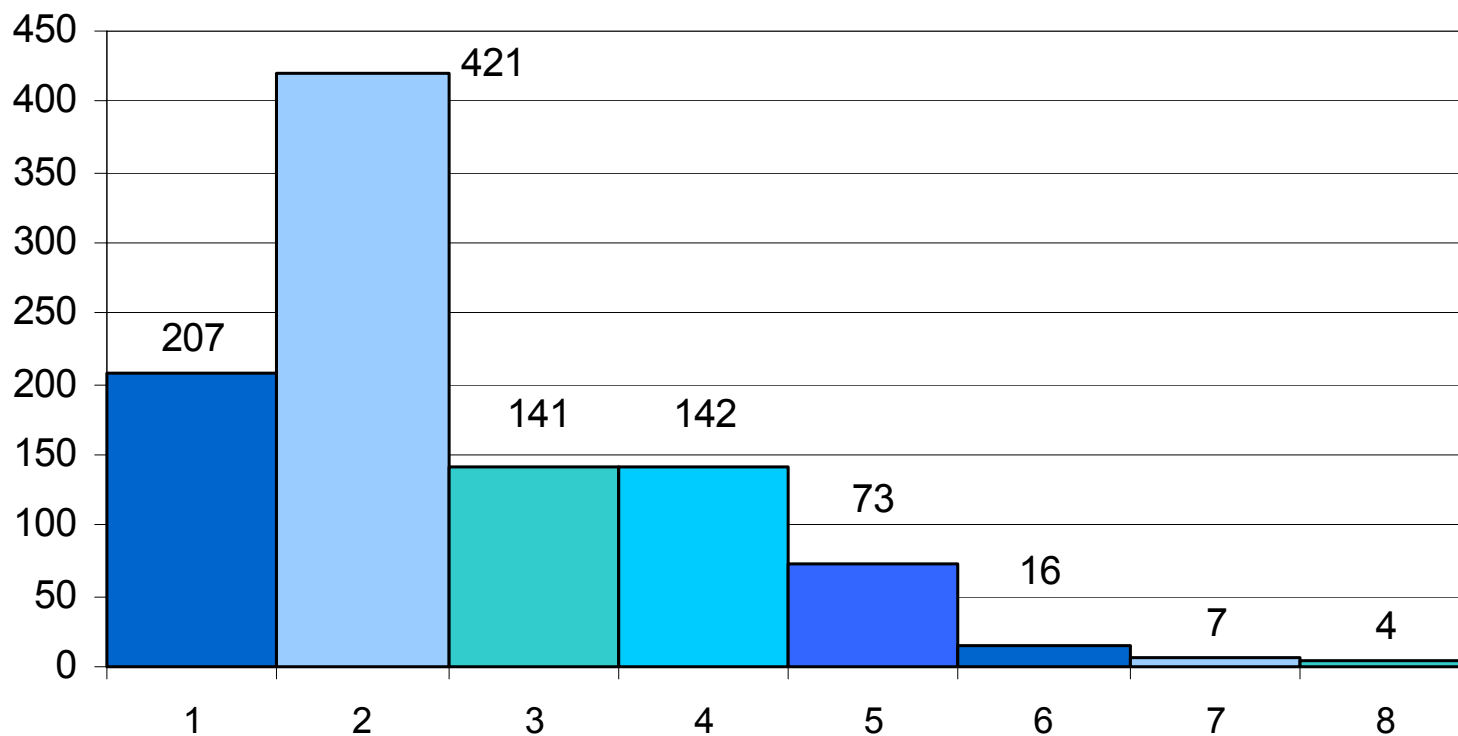
- Town / store notice boards
- Road signs displayed in towns
- The Grapevine - Chiltern's local newspaper
- Posters
- Email from the council
- Work
- Community barbeque



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# Q12a

## The number of persons in household?



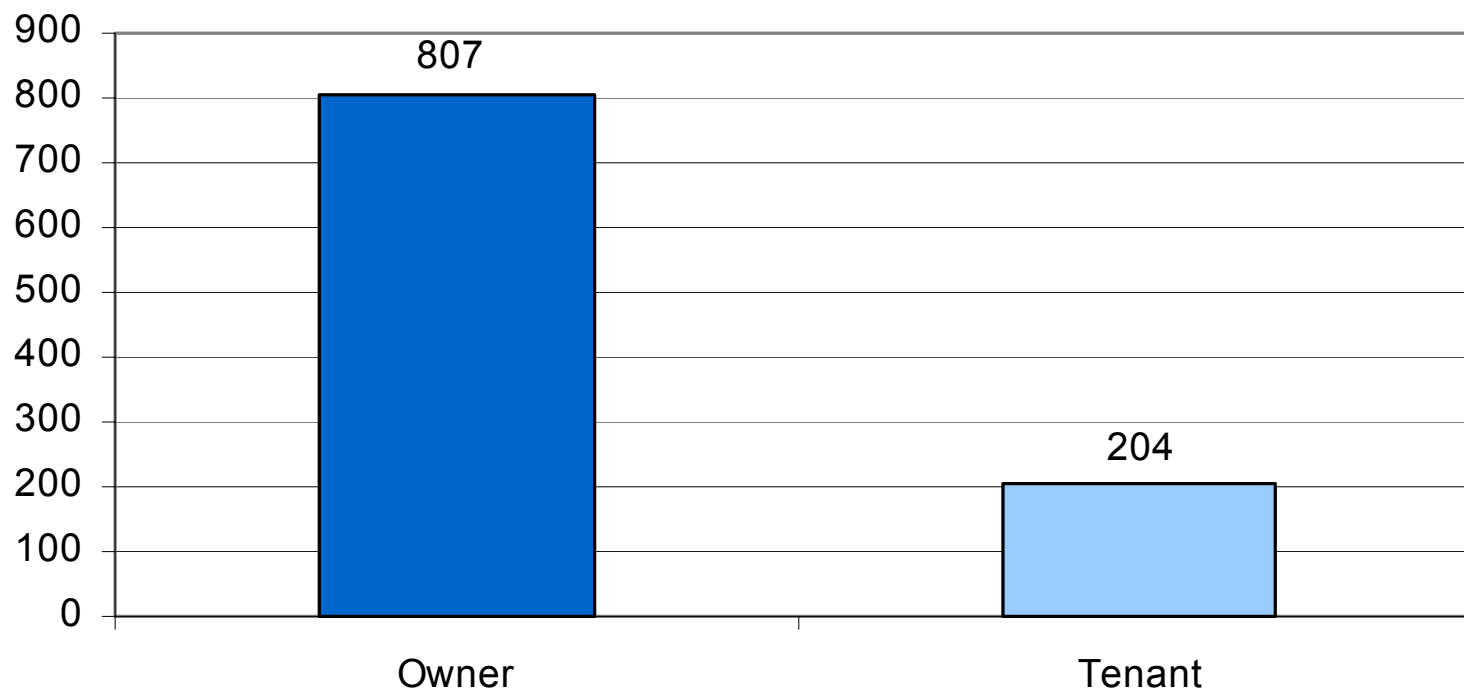
Year	1	2	3	4	5	6	7	8
2003	20%	42%	14%	14%	7%	2%	1%	0.4%
2002	21%	42%	13%	13%	11%	-	-	-



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# Q12<sub>b</sub>

## Are you the owner or tenant?

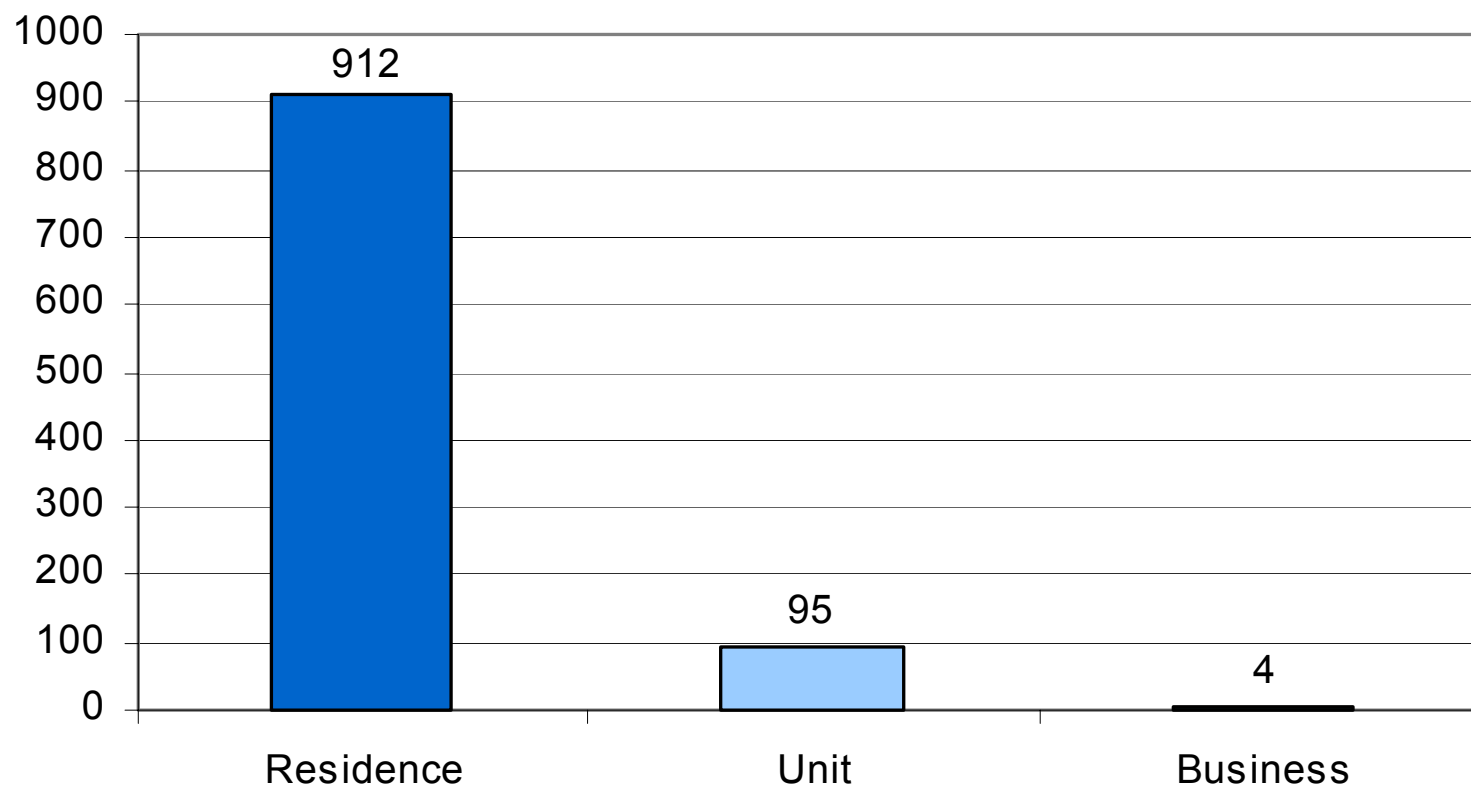


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Year	Owner	Tenant
2003	80%	20%
2002	85%	15%

# Q12<sub>c</sub>

## Is this a residence, unit or business?

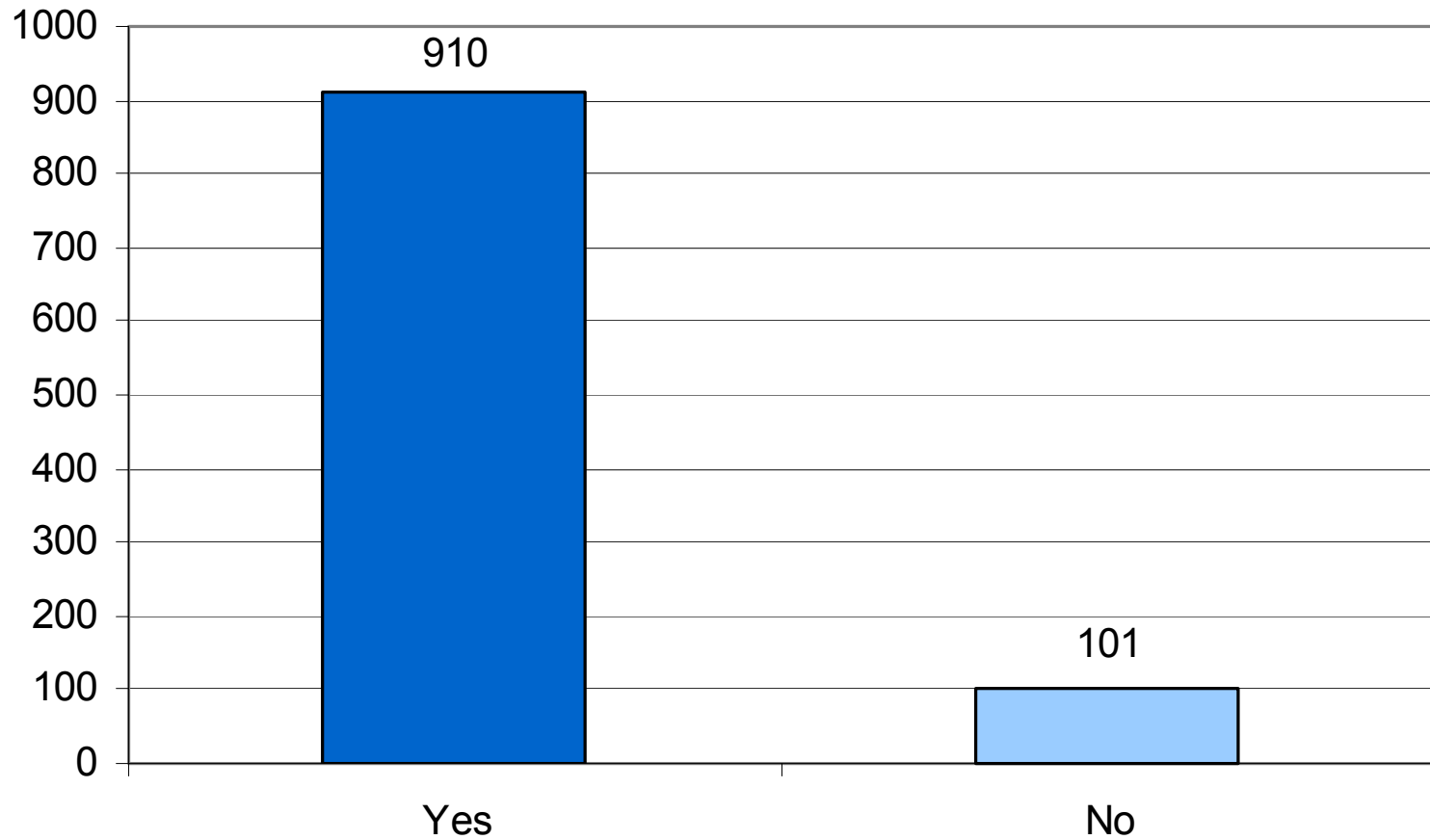


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Year	Residence	Unit	Business
2003	90.2%	9.4%	0.4%
2002	90%	9.8%	0.2%

# Q12<sub>d</sub>

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



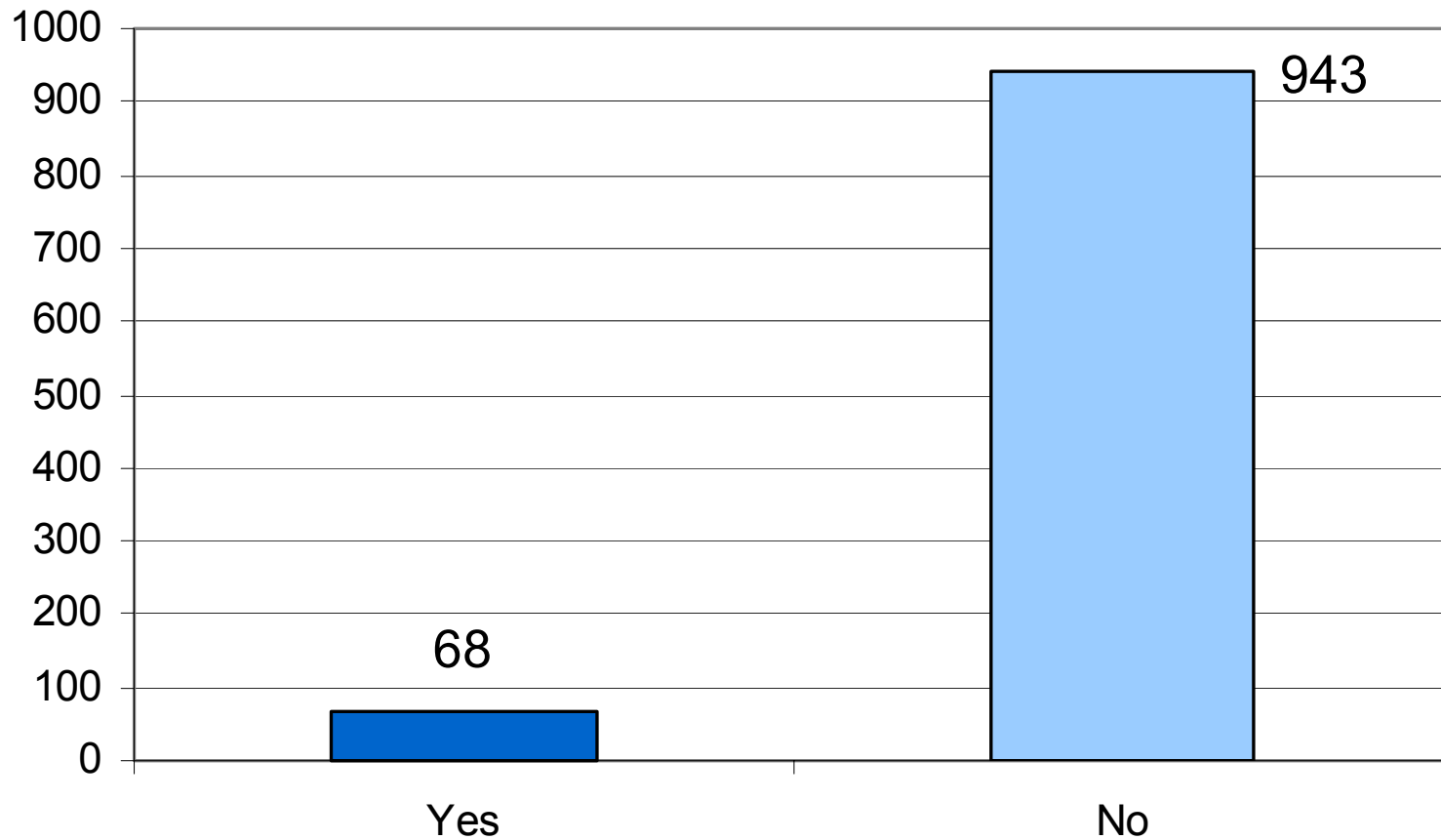
Year	Yes	No
2003	7%	93%
2002	11.6%	88.4%



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# Q13

## Would you like a North East Water representative to contact you in respect to any point of this survey?



Year	Yes	No
2003	7%	93%
2002	6%	94%



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Thank you for choosing



Stieven Taylor + Associates Pty Ltd



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