

The 2006
Customer
Perception Survey



NORTH EAST WATER



Research Consultant.

The 2006 NERWA Customer Perception Survey

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The 2006 NERWA Customer Perception Survey

Computer Aided Telephone Interviewing (C.A.T.I)

Domestic residents In Victoria's North East

32 Towns Surveyed

Achieved 1056 community responses

TOWNSHIP SUMMARY

The following towns were contacted by Stieven Taylor & Associates from 10-26 May 2006

Barnawartha	10	Glenrowan	5	Tallangatta	21
Beechworth	42	Goorambat	5	Tungamah	5
Bellbridge	14	Harrietville	16	Walwa	5
Benalla	90	Kiewa / Tangambalanga	14	Wandiligong	8
Bright	25	Mt Beauty /Tawonga	38	Wangaratta	193
Bundalong	0*	Moyhu	5	Whitfield	6
Chiltern	14	Myrtleford	35	Wodonga	322
Corryong	28	Oxley	6	Yackandandah	20
Cudgewa	7	Porepunkah	10	Yarrowonga	45
Dartmouth	2	Rutherglen / Wahgunyah	44	Total	1056
Devenish	6	Springhurst	5		
Ebden	6	St James	4		



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* Note: Over 40 calls were made to Bundalong, however no residents were surveyed due to people on tank water or not available to be interviewed.

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Q1. Is there anyone in your household who works for North East Water ?

Yes	No
0%	100%

This question was purely for screening purposes. **Overall, seven people were identified as being employees of North East Water, thus their surveys were terminated.**

Our telemarketer professionally explained the reason why we have this rule and the call was terminated. The results of the 2006 Customer Satisfaction survey does not include either sub-contractors or employees of North East Water.

Q2. Are you connected to town water?

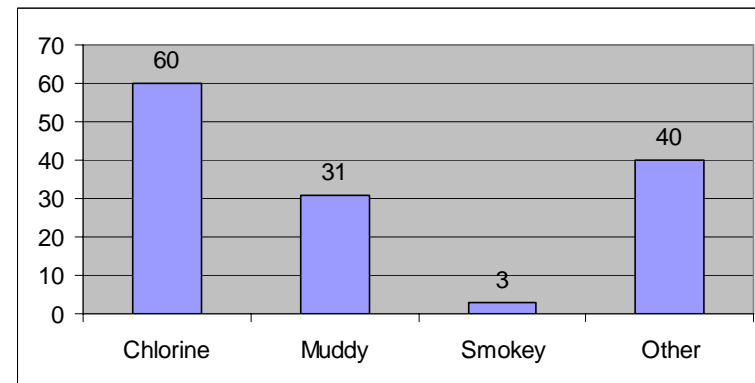
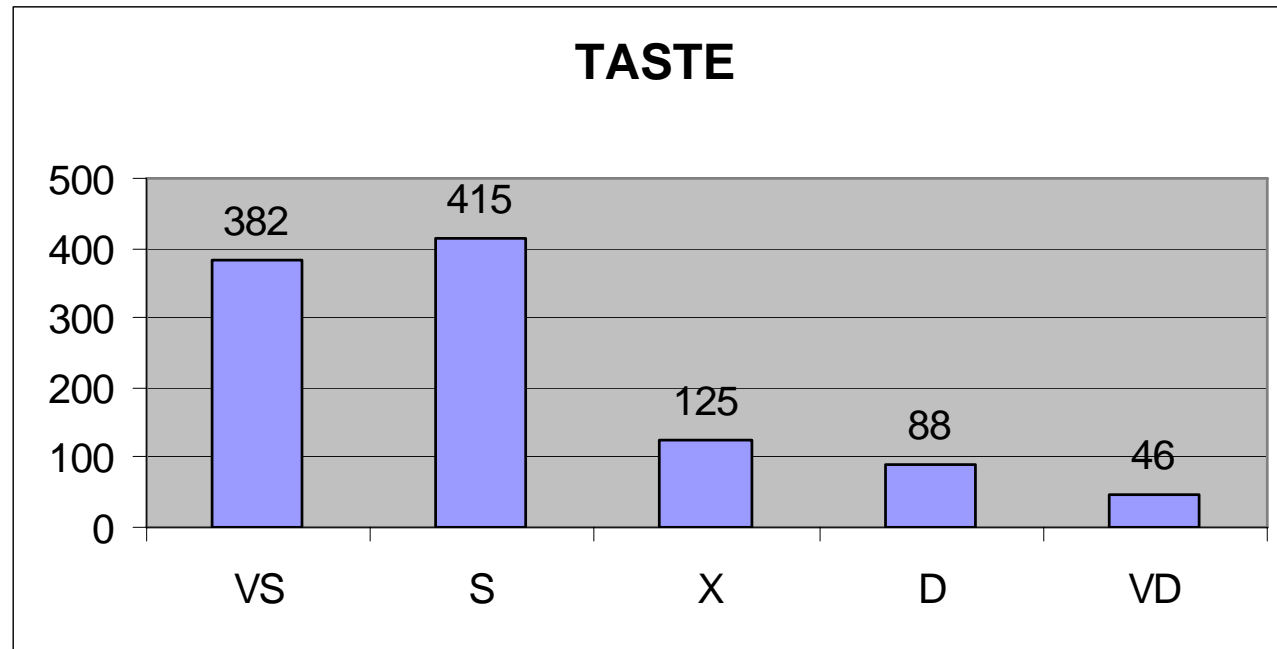
Yes	No
100%	0%

This question was also for screening purposes. **Overall, nine people were identified as not being connected to town water, but had other sources of water available to them.** These surveys were also terminated.



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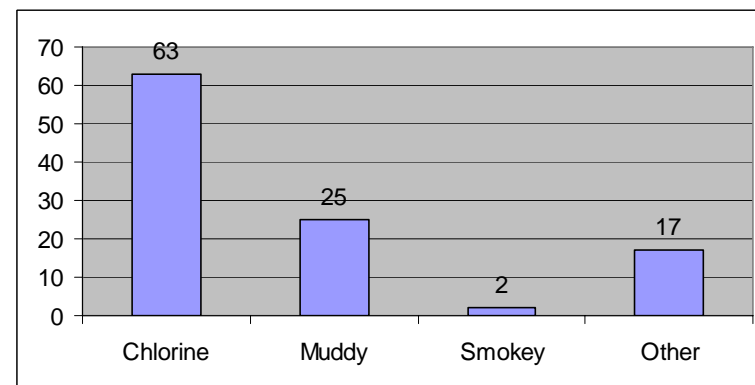
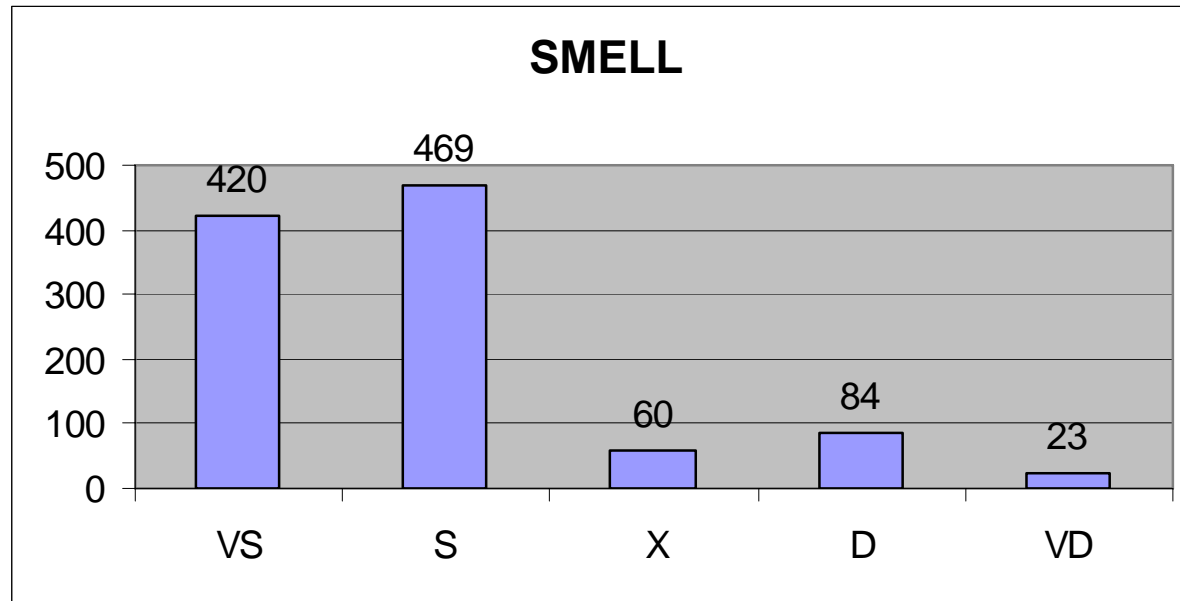
How would you rate your satisfaction with the TASTE of your water?



75.47% of respondents were either very satisfied or satisfied compared with 72.74% from 2005.

The lowest ever dissatisfaction has been recorded at 8.30% for 2006.

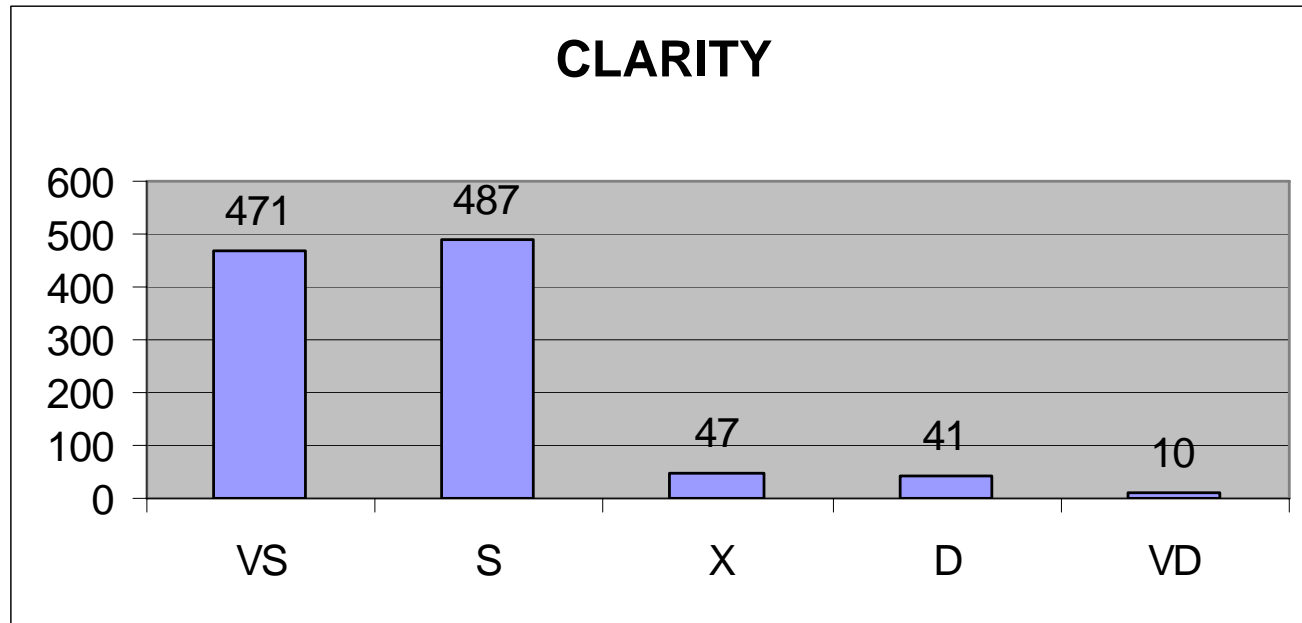
How would you rate your satisfaction with the SMELL of your water?



An overall improvement in satisfaction has been recorded for 2006.

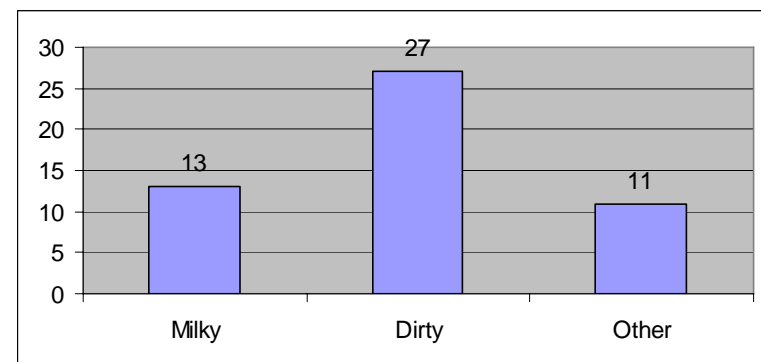
With the lowest ever dissatisfaction recorded at 7.95% for 2006.

How would you rate your satisfaction with the CLARITY of your water?

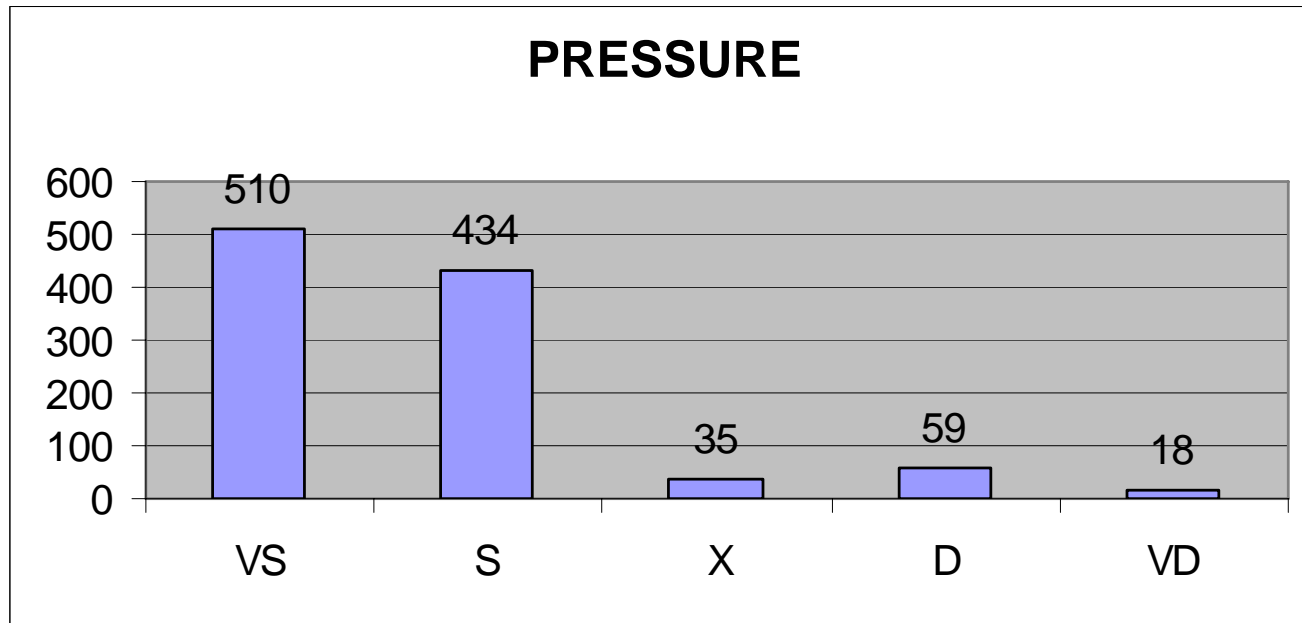


Over 90% of respondents were either satisfied or very satisfied. This is up from last years result.

2006 has recorded the lowest ever dissatisfaction at 3.88% of people.

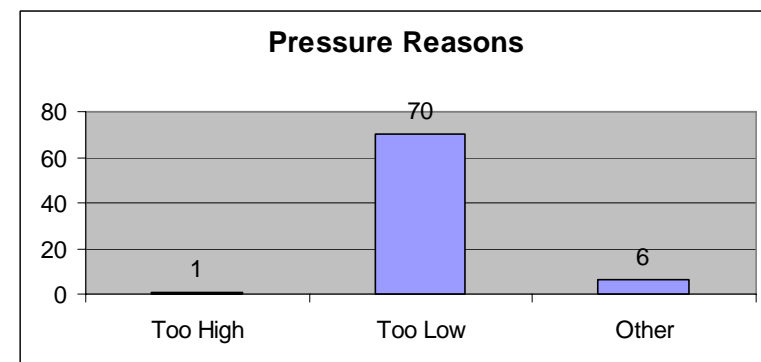


How would you rate your satisfaction with the PRESSURE of your water?



89.4% of respondents are either satisfied or very satisfied with the pressure of their water in 2006. This is up from the 2005 figure of 81.2%.

2006 recorded the lowest ever dissatisfaction of 5.99%.



Q2a 1-2

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

Results for Q2a 1-2 for 2006 and comparison to previous 5 year survey periods:

Year	Very Satisfied	Satisfied	Neither Satisfied or Dissatisfied	Dissatisfied	Very Dissatisfied
Taste 2006	36.17%	39.30%	11.87%	8.30%	4.36%
2005	23.45%	49.29%	7.98%	14.72%	4.56%
2004	21.5%	51.6%	7.9%	14.5%	3.9%
2003	13%	38%	8%	19%	21%
2002	17%	56%	14%	9%	4%
2001	20%	48%	16%	13%	3%
Smell 2006	39.77%	44.41%	5.68%	7.95%	2.19%
2005	20.80%	58.78%	2.66%	14.91%	2.85%
2004	17.3%	63.1%	5.4%	11.7%	2.1%
2003	8%	50%	8%	21%	13%
2002	12%	67%	12%	8%	1%
2001	13%	62%	14%	10%	1%



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

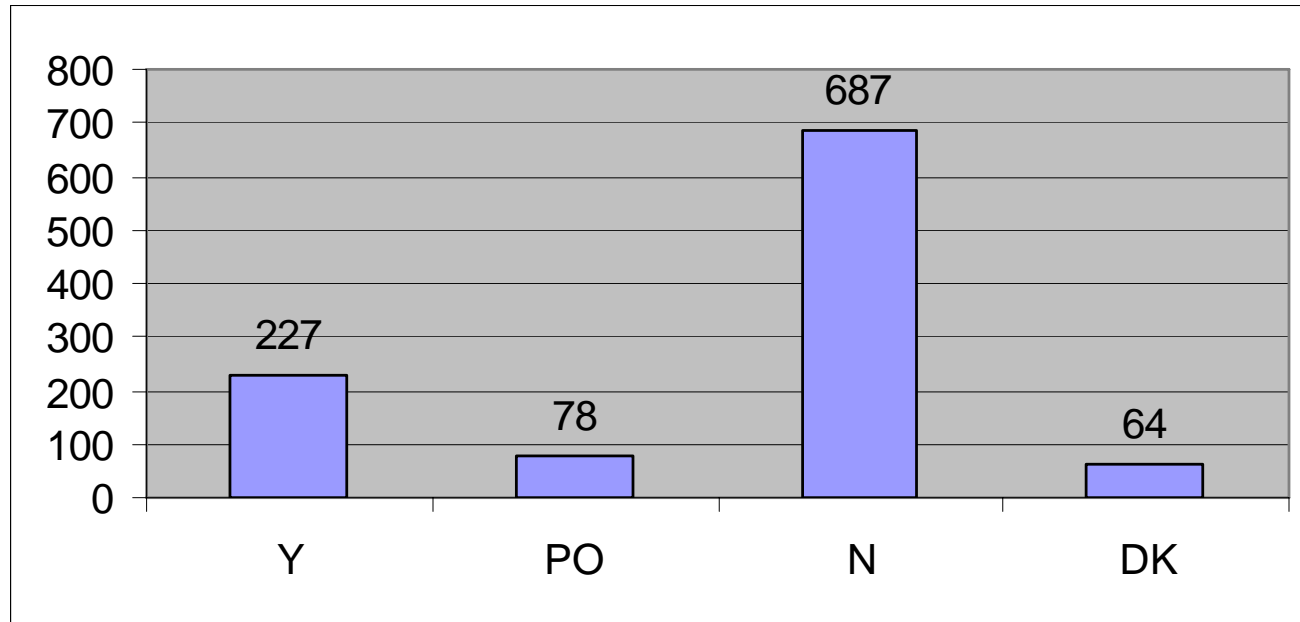
Results for Q2a 3-4 for 2006 and comparison to previous 5 year survey periods:

Year	Very Satisfied	Satisfied	Neither Satisfied or Dissatisfied	Dissatisfied	Very Dissatisfied
Clarity 2006	44.60%	46.12%	4.45%	3.88%	0.95%
2005	23.65%	64.29%	2.28%	8.45%	1.33%
2004	21.9%	66.7%	3.2%	6.4%	1.1%
2003	12%	69%	7%	10%	2%
2002	19%	68%	7%	5%	1%
2001	14%	72%	8%	5%	1%
Pressure 2006	48.30%	41.10%	3.31%	5.59%	1.70%
2005	28.40%	52.80%	2.47%	13.20%	3.13%
2004	30.2%	54.1%	2.9%	10.4%	1.7%
2003	21%	60%	6%	9%	3%
2002	31%	50%	8%	9%	3%
2001	20%	62%	9%	7%	2%



Q2A5

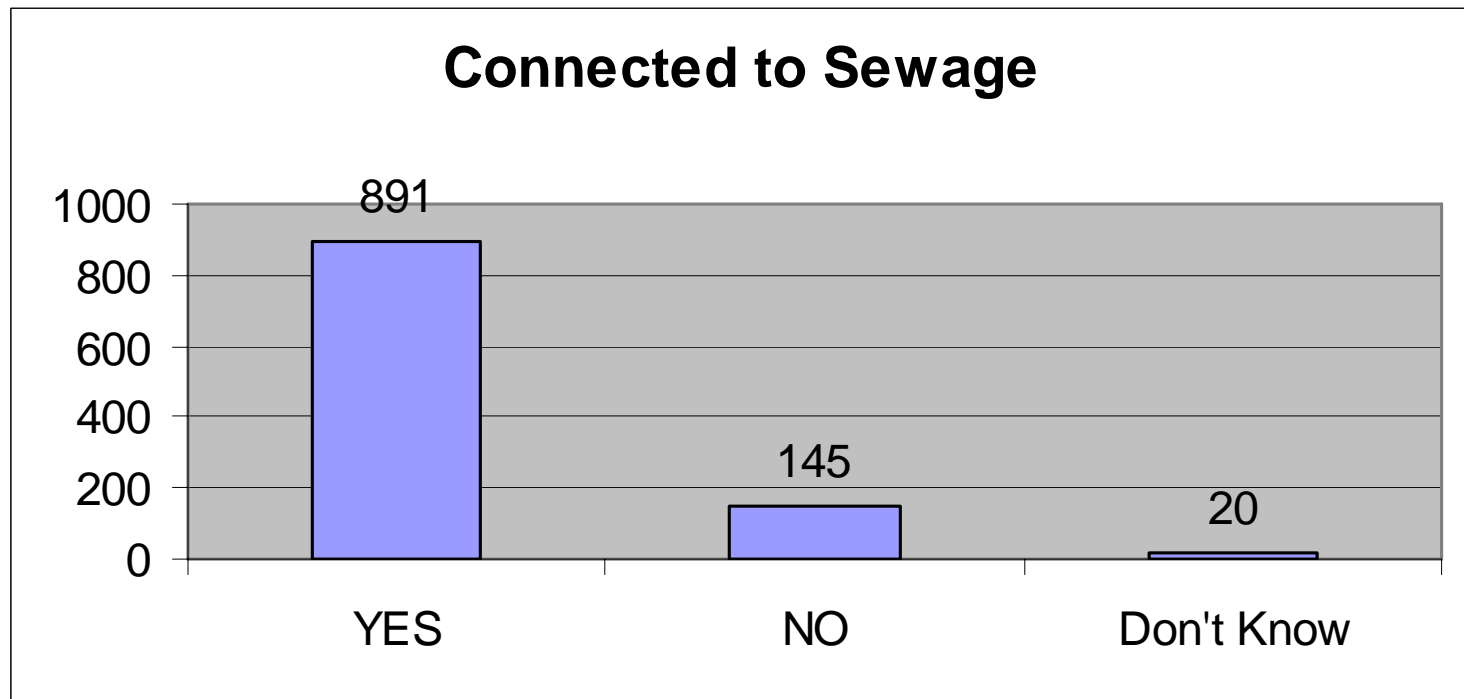
Do you believe the water quality in your town should be improved?



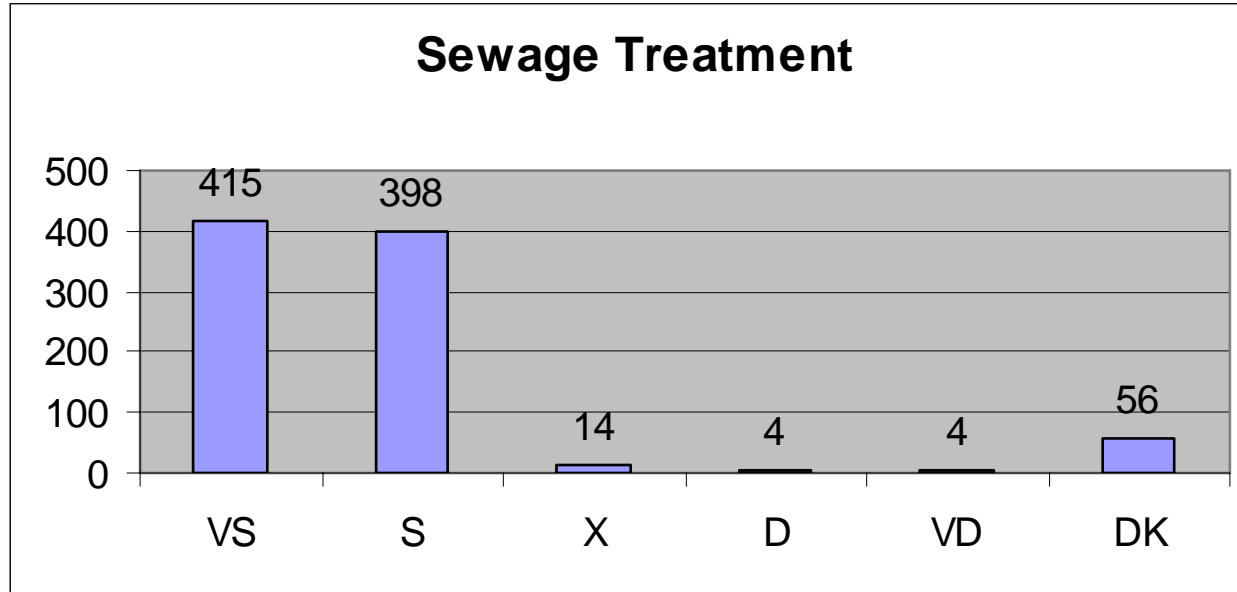
Yes	Possibly	No	Don't Know
21.50%	7.38%	65.06%	6.06%



Q2_b Are you connected to the sewerage system?



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



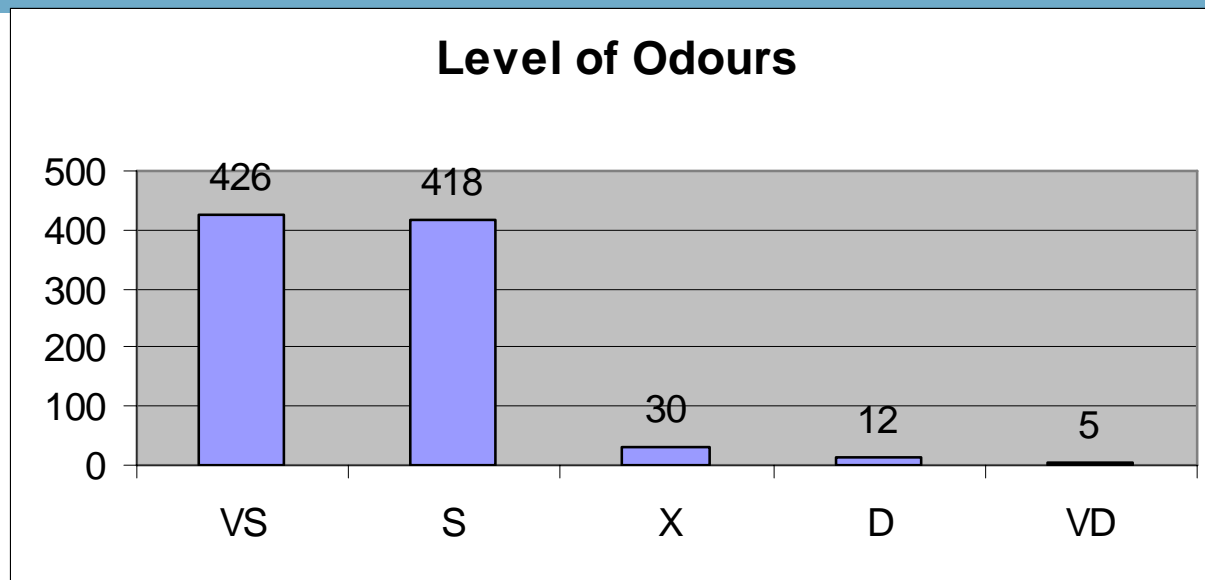
Year	Very Satisfied	Satisfied	Neither Satisfied or Dissatisfied	Dissatisfied	Very Dissatisfied	Don't Know
Sewerage Treatment 2006	46.57%	44.66%	1.57%	0.45%	0.45%	6.28%
2005	11.76%	62.93%	23.97%	0.89%	0.45%	
2004	17.0%	76.6%	2.4%	0.6%	0.1%	
2003	12%	76%	12%	1%	0%	
2002	10%	81%	8%	0.4%	0.4%	
2001	7%	88%	4%	1%	0%	



There was a sharp increase in respondents answering very satisfied. We believe this is because our interview technique required clarification if people were just satisfied or very satisfied. Overall, satisfaction has risen to 91.23% from 74.69% in 2005.

Total: 891

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

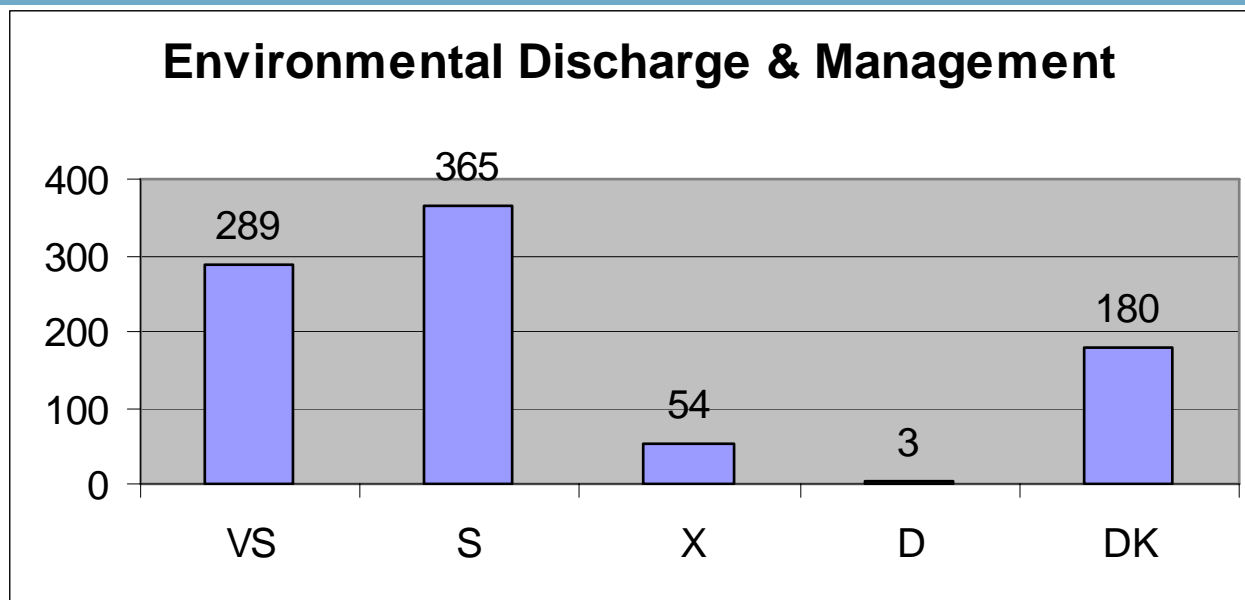


Year	Very Satisfied	Satisfied	Neither Satisfied or Dissatisfied	Dissatisfied	Very Dissatisfied
Odours 2006	47.81%	46.91%	3.36%	1.34%	0.56%
2005	11.60%	65.80%	18.40%	3.20%	1.00%
2004	15.4%	78.4%	1.8%	2.9%	0.1%
2003	6%	85%	4%	4%	0.4%
2002	9%	83%	5%	2%	1%
2001	5%	89%	4%	2%	0%

There was a sharp increase in respondents answering very satisfied. The lowest ever recording of dissatisfaction at 1.34% in 2006.



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



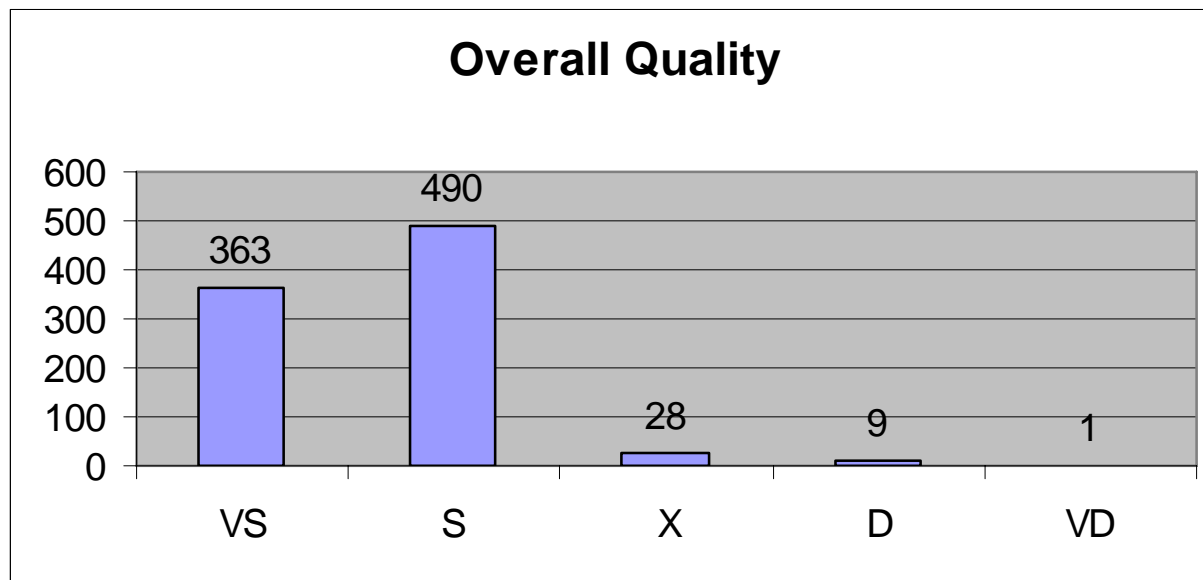
Year	Very Satisfied	Satisfied	Neither Satisfied or Dissatisfied	Dissatisfied	Very Dissatisfied	Don't Know
Environmental Discharge and Management 2006	32.43%	40.96%	6.06%	0.34%	0.00%	20.20%
2005	9.20%	56.95%	31.97%	1.44%	0.44%	
2004	11.4%	75.8%	5.2%	1.4%	0.1%	
2003	8%	62%	27%	3%	0%	
2002	8%	80%	11%	1%	0.1%	
2001	4%	89%	6%	1%	0%	

The lowest ever recording of dissatisfaction at 0.34% with 73.39% of respondents being very satisfied or satisfied which is up 7.84% from last year.

Total: 891



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



Summary of Q2d for comparison to previous 5 year survey periods:

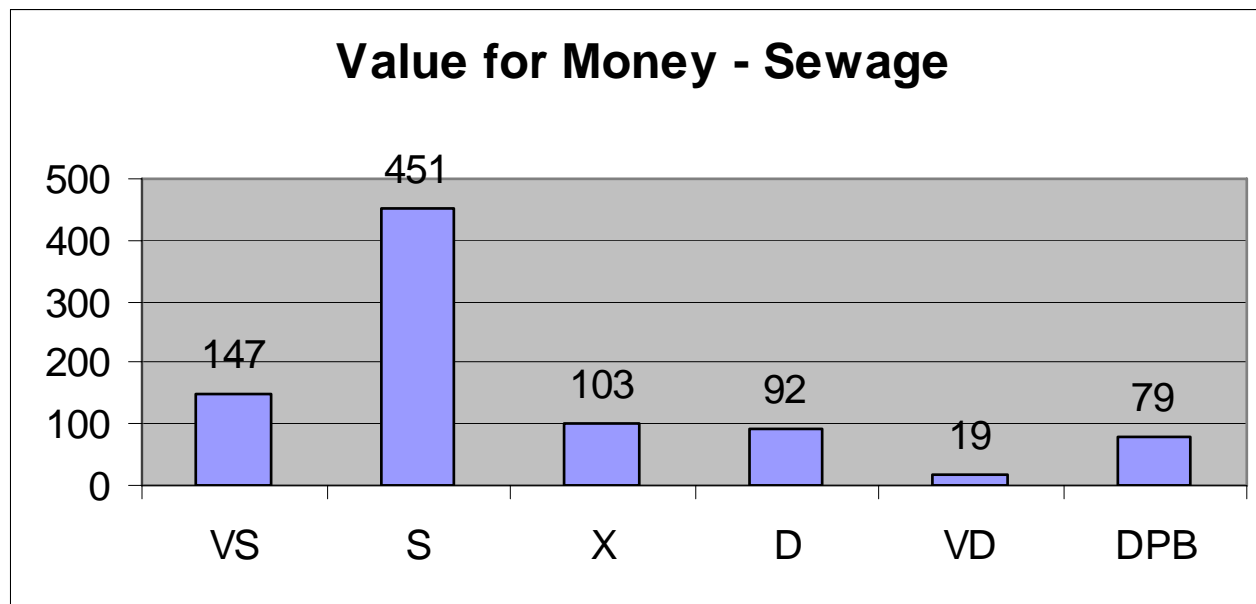
Year	Very Satisfied	Satisfied	Neither Satisfied or Dissatisfied	Dissatisfied	Very Dissatisfied
2006	40.74%	55.00%	3.14%	1.01%	0.11%
2005	27.64%	66.15%	2.66%	2.89%	0.66%
2004	27.4%	63.7%	6.4%	2.3%	0.2%
2003	21%	66%	5%	6%	2%
2002	15%	80%	3%	1%	0.5%
2001	13%	88%	4%	2%	0.002%

95.74% of people are very satisfied or satisfied with the overall quality of their water and sewerage services. This is a slight increase on the 2005 result of 93.79%.

Total: 891



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	Don't Pay Bill
Sewerage Services 2006 (891)	16.49%	50.62%	11.56%	10.32%	2.13%	8.88%
2005 (901)	5.88%	52.98%	18.87%	19.67%	2.60%	
2004 (887)	6.8%	61.4%	15.7%	13.9%	0.6%	
2003 (820)	5%	68%	13%	12%	3%	
2002 (855)	3%	56%	25%	13%	3%	

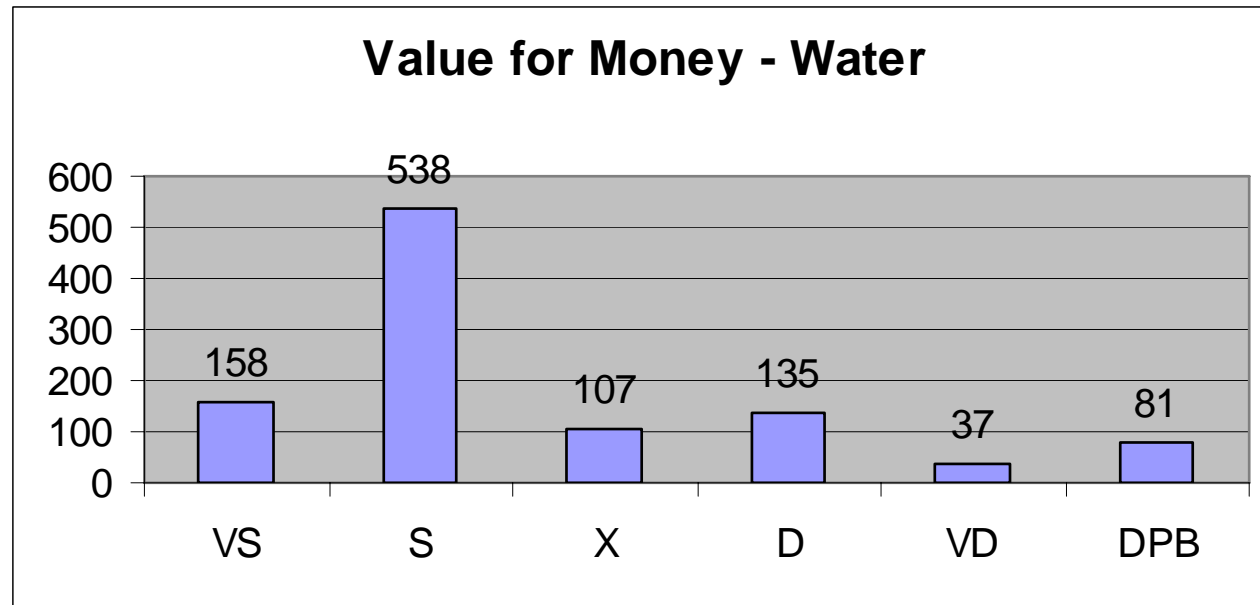
Dissatisfaction has dropped to an all time low of 10.32%. The very satisfied result has increased by 10.61% on the 2005 result.

Total: 891



Q3_{a,b,c}

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

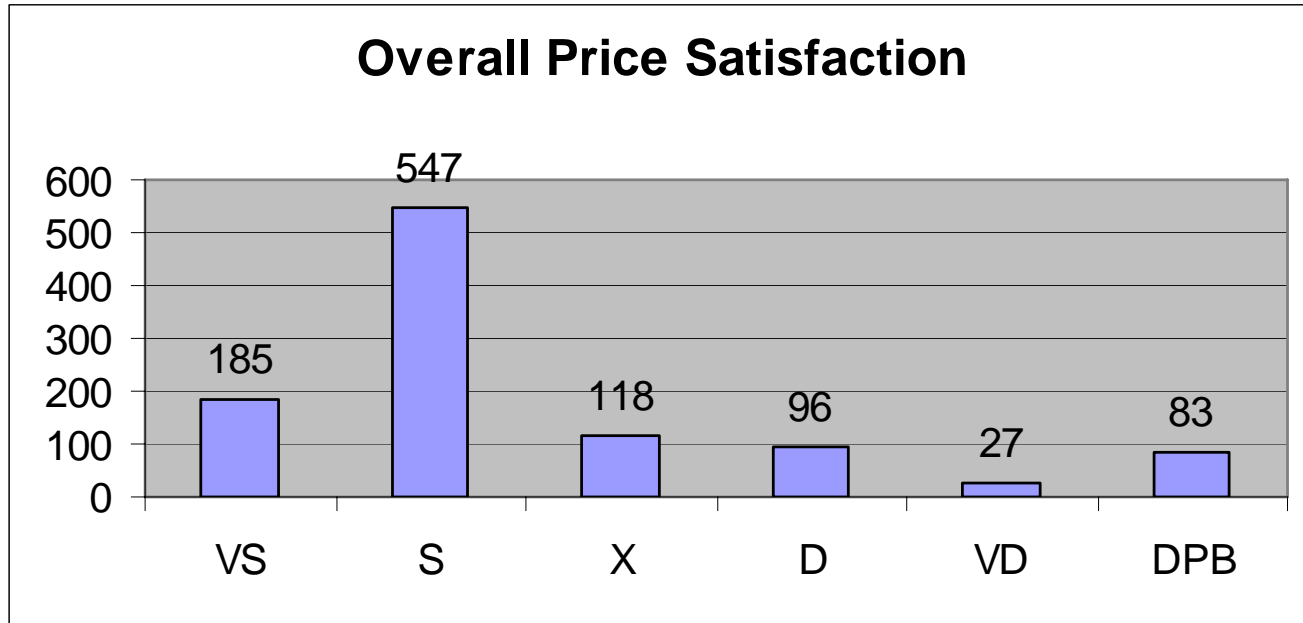


Year	Very Satisfied	Satisfied	Neither Satisfied or Dissatisfied	Dissatisfied	Very Dissatisfied	Don't Pay Bill
Water Supplied 2006 (1056)	14.96%	50.94%	10.13%	12.78%	3.50%	7.69%
2005 (1053)	7.79%	54.32%	11.40%	22.60%	3.89%	
2004 (1053)	8.5%	63.2%	12.4%	13.4%	0.4%	
2003 (1011)	8%	58%	10%	19%	6%	
2002 (991)	4%	53%	20%	17%	6%	



The very satisfied result has almost doubled from last year and the dissatisfied result has almost halved. These are very significant outcomes.

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	Don't Pay Bill
Products and Services 2006 (1056)	17.52%	51.80%	11.17%	9.09%	2.55%	7.87%
2005 (1053)	6.55%	55.27%	12.35%	22.22%	3.61%	
2004 (1053)	5.7%	60.2%	15.5%	14.2%	0.5%	
2003 (1011)	3%	66%	14%	14%	3%	
2002 (991)	3%	53%	25%	17%	3%	

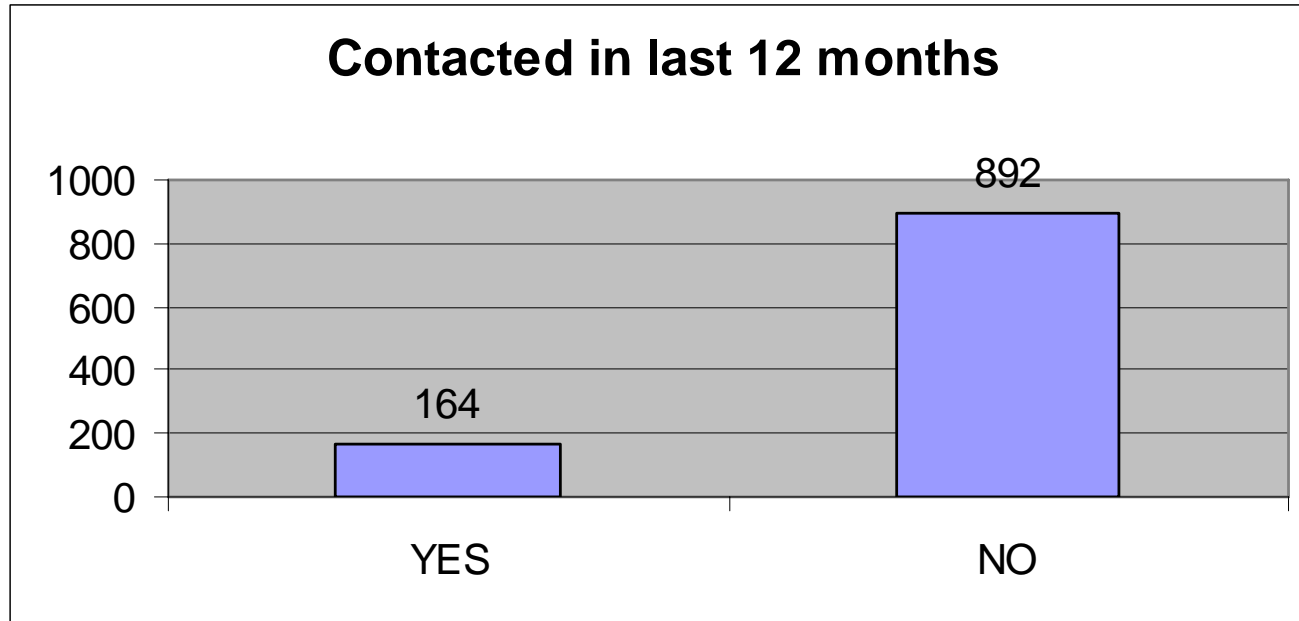
Generally people are happier this year with 69.32% of people being satisfied or very satisfied. This is an increase from the 2005 result of 61.82%. Dissatisfaction has also markedly decreased by 13.13%.

Total: 1056



Q4a

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



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Summary of Q4a for comparison to previous 3 year survey periods:

Year	Yes	No	Total
2006	16%	84%	100%
2006 Response	164	892	1056
2005	17.47%	82.53%	100%
2005 Response	184	869	1053
2004	16%	84%	100%
2004 Response	173	880	1053
2003	22%	78%	100%
2003 Response	218	793	1011



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Q4_b

How did you contact them?

Summary of Q4b for comparison to previous 4 year survey periods:

Year	In Person	Telephone	Letter	Email	Web
2006 Responses	17	143	3	1	0
2005	15	162	7	0	0
2004	10	165	0	0	0
2003	17	203	1	1	1
2002	18	127	5	0	1
2006 Percentage	10.37%	87.20%	1.83%	1.82%	0%
2005	8.20%	88.00%	3.80%	0.00%	0.00%
2004	5.7%	94.3%	0.0%	0.0%	0.0%
2003	7.6%	91%	0.45%	0.45%	0.45%
2002	12%	84%	3%	0%	1%

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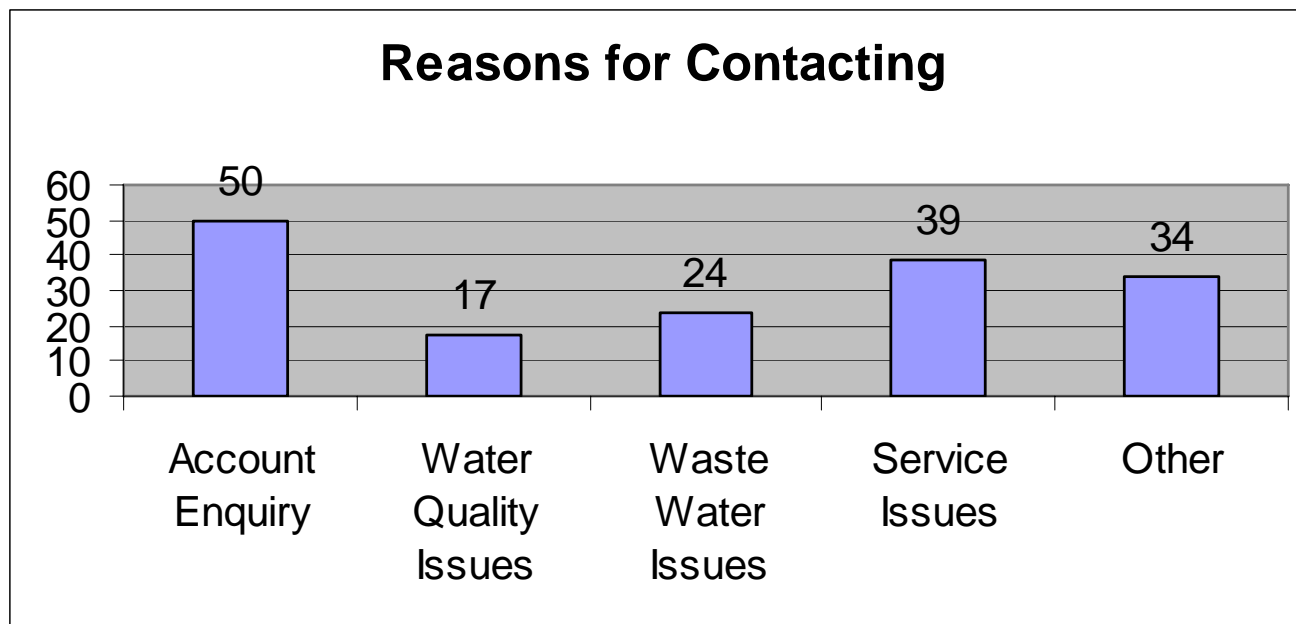


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The results show a very little difference on the previous year, however a slight decrease in telephone contact is evident.

Email, web and letter contact makes up a very small percentage of how people contact North East Water.

Your reason/s for calling North East Water?



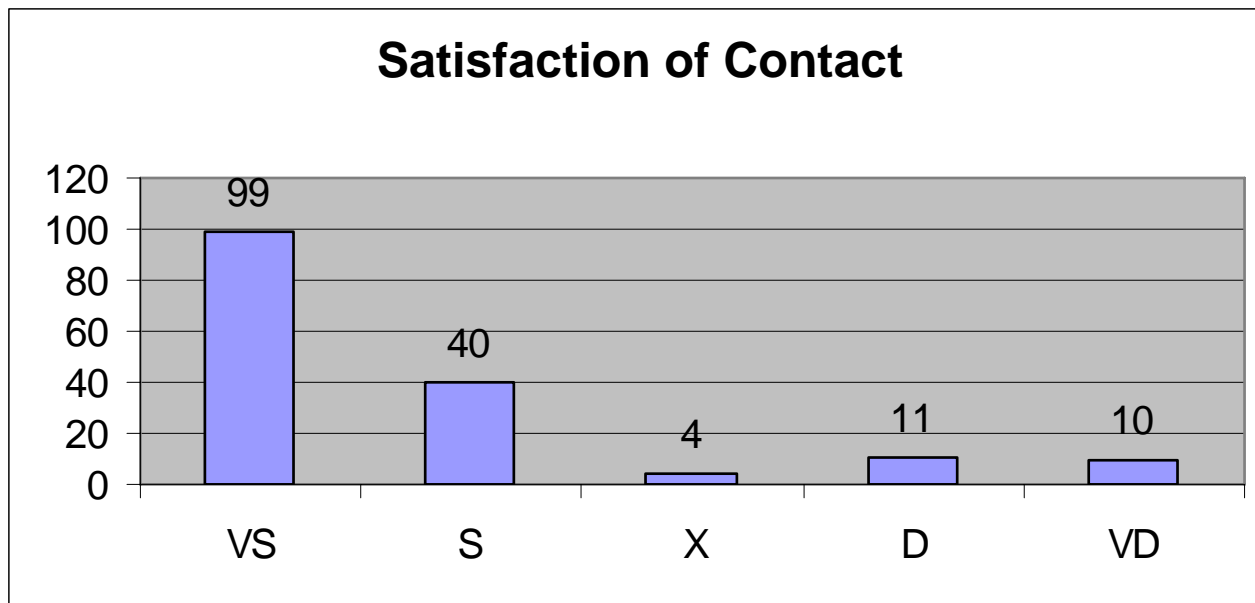
Service issues and account enquiries were identified as the main reason for calling NERWA.

However, Waste Water issues is rose significantly to 14.63%.

Year	Accounts Enquiry	Water Quality Issues	Waste Water Issues	Service Issues	Other
2006	30.48%	10.36%	14.63%	23.78%	20.73%
2005	30.98%	8.69%	5.98%	33.16%	21.19%
2004	35.0%	20.9%	3.4%	33.3%	7.3%
2003	19%	14%	2%	26%	39%

Q4d

When you contacted NERWA, how satisfied were you with the service you received?



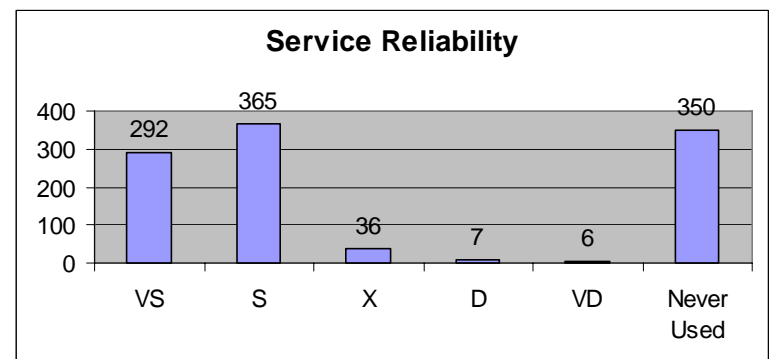
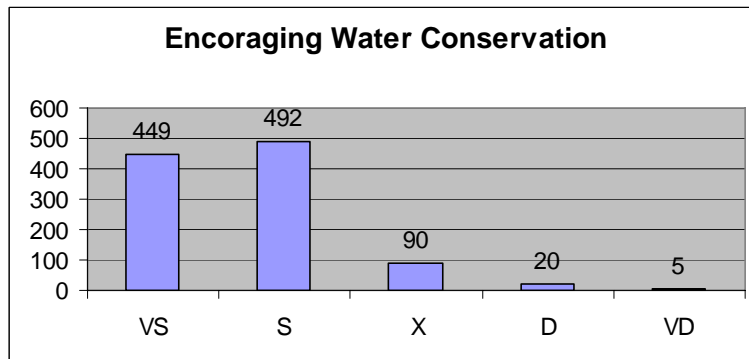
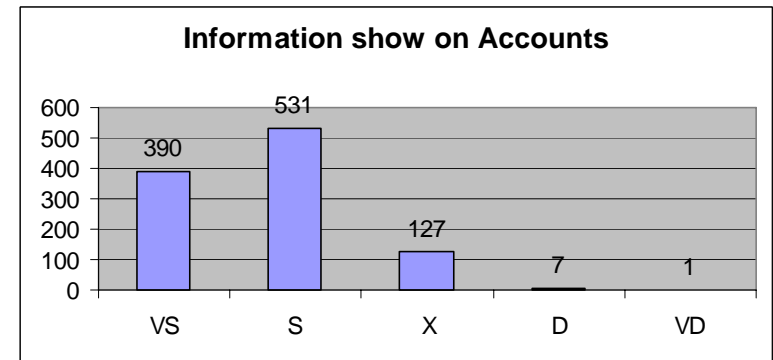
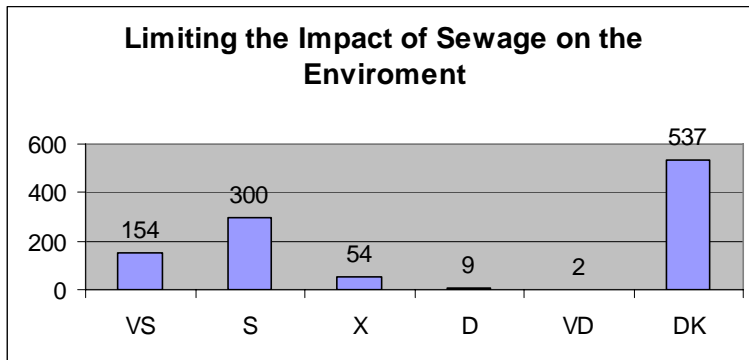
Year	Very Satisfied	Satisfied	Neither Satisfied or Dissatisfied	Dissatisfied	Very Dissatisfied
2006	60.36%	24.39%	2.43%	6.71%	6.10%
2005	34.40%	47.80%	4.30%	5.90%	7.60%
2004	45.1%	40.5%	0.0%	11.6%	2.9%
2003	33%	51%	6%	6%	3%
2002	28%	62%	4%	3%	2%

A good increase in the overall satisfied and very satisfied category for customer satisfaction was recorded in 2006. With 84.75% of people being in the two to categories for 2006 and 82.2% in 2005. This was slightly below the 2004 result of 85.6% and the highest recorded satisfaction level of 90% in 2002.



Q5_{a,b,c,d}

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



The new categories for answers of “Don’t Know” and “Unsure” figured high and can account for some of last years “Neither Satisfied or Dissatisfied” result.

Q5_{a,b,c,d}

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

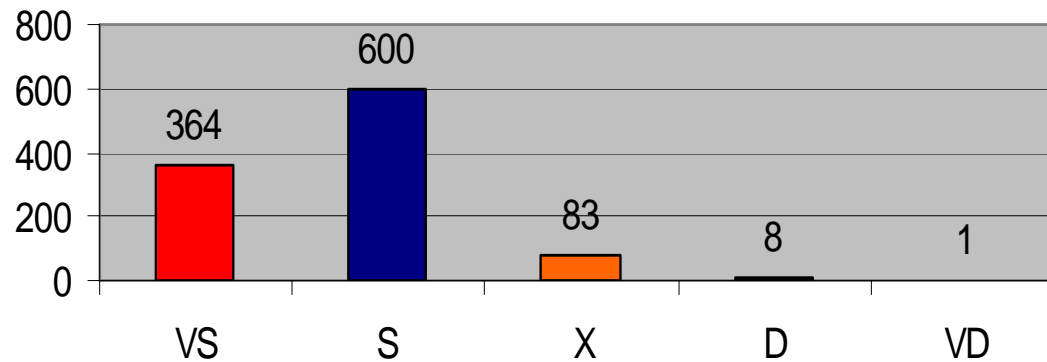
	Year	Very Satisfied	Satisfied	Neither Satisfied or Dissatisfied	Dissatisfied	Very Dissatisfied	Don't Know
Limiting the impact of sewerage on the environ.	2006	14.58%	28.41%	5.11%	0.87%	0.18%	50.85%
	2005	5.51%	47.29%	45.21%	1.80%	0.19%	
	2004	9.8%	42.3%	26.5%	1.4%	0.2%	
	2003	5%	55%	36%	2%	1%	
	2002	4%	42%	51%	1%	0.2%	
Encouraging Water Conservation	2006	42.52%	46.60%	8.52%	1.89%	0.47%	
	2005	17.19%	63.91%	9.88%	8.36%	0.66%	
	2004	21.1%	60.5%	8.9%	5.7%	0.4%	
	2003	12%	68%	10%	10%	1%	
	2002	13%	55%	28%	3%	1%	
Info show on Accounts	2006	36.93%	50.28%	12.02%	0.68%	0.09%	
	2005	14.53%	74.64%	8.26%	2.47%	0.10%	
	2004	23.0%	70.0%	4.7%	0.8%	0.0%	
	2003	9%	84%	5%	2%	0%	
	2002	13%	75%	11%	2%	0.1%	
Service Reliability	2006	27.65%	34.56%	3.40%	0.69%	0.56%	33.14%
	2005	14.53%	73.79%	10.07%	1.23%	0.38%	
	2004	10.6%	76.8%	8.1%	1.2%	0.4%	
	2003	9%	69%	19%	2%	1%	
	2002	11%	79%	9%	1%	0.1%	



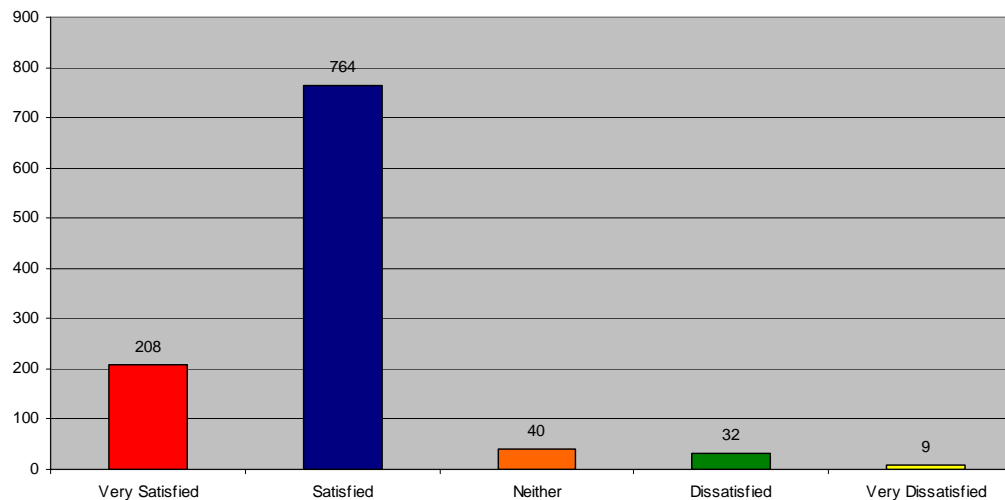
Q6

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

Satisfaction with Managing all Water & Sewage Needs



2006



2005



Q6

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

Summary of Q6 comparison to previous 5 year survey periods:

Year	Very Satisfied	Satisfied	Neither Satisfied or Dissatisfied	Dissatisfied	Very Dissatisfied
2006	34.47%	56.82%	7.86%	0.76%	0.09%
2005	19.75%	72.55%	3.80%	3.04%	0.86%
2004	28.9%	63.1%	4.9%	2.1%	0.5%
2003	12%	78%	4%	4%	2%
2002	17%	77%	4%	2%	0.4%
2001	19%	72%	6%	3%	1%



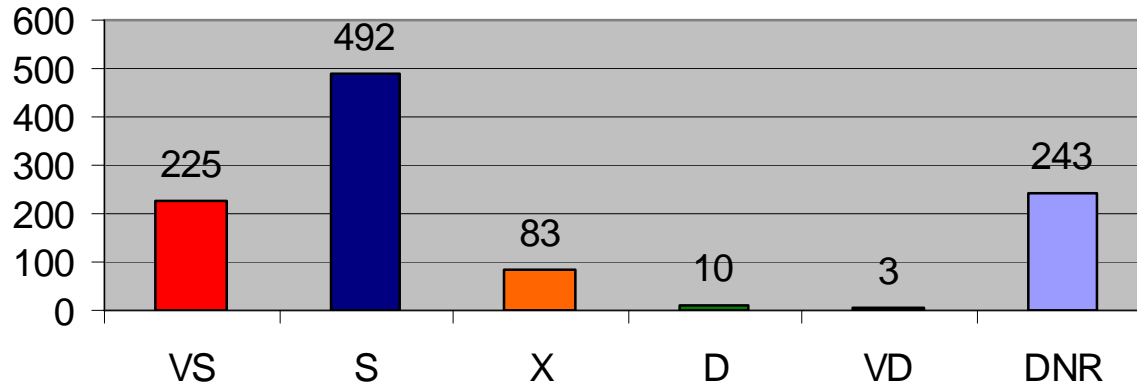
A significant drop in dissatisfaction to 0.76% has been recorded for 2006.

However, overall satisfied and very satisfied compared roughly the same with the 2005 result. (ie only a 1% difference).

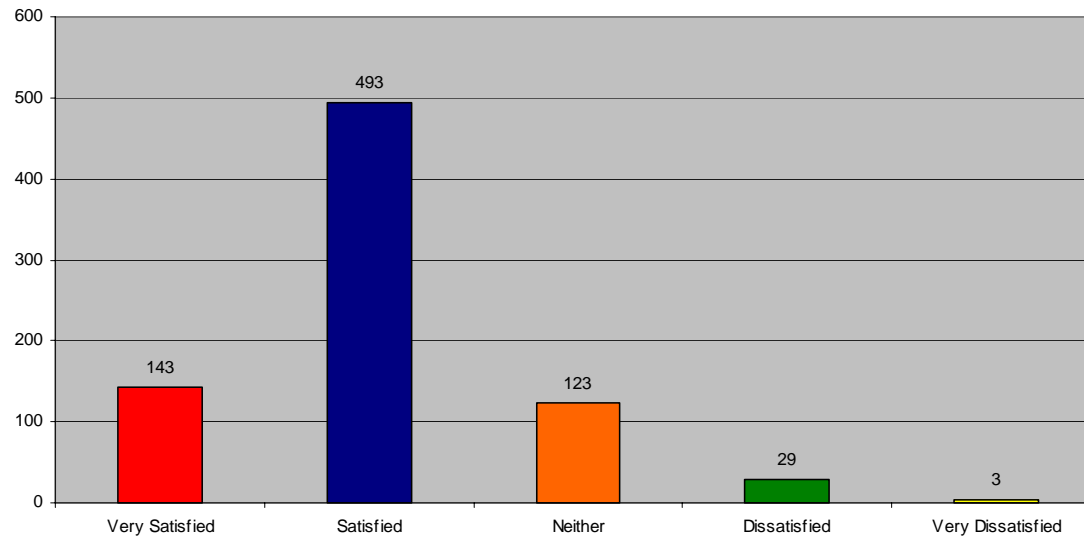
Q7

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

Newsletter Information Satisfaction



2006

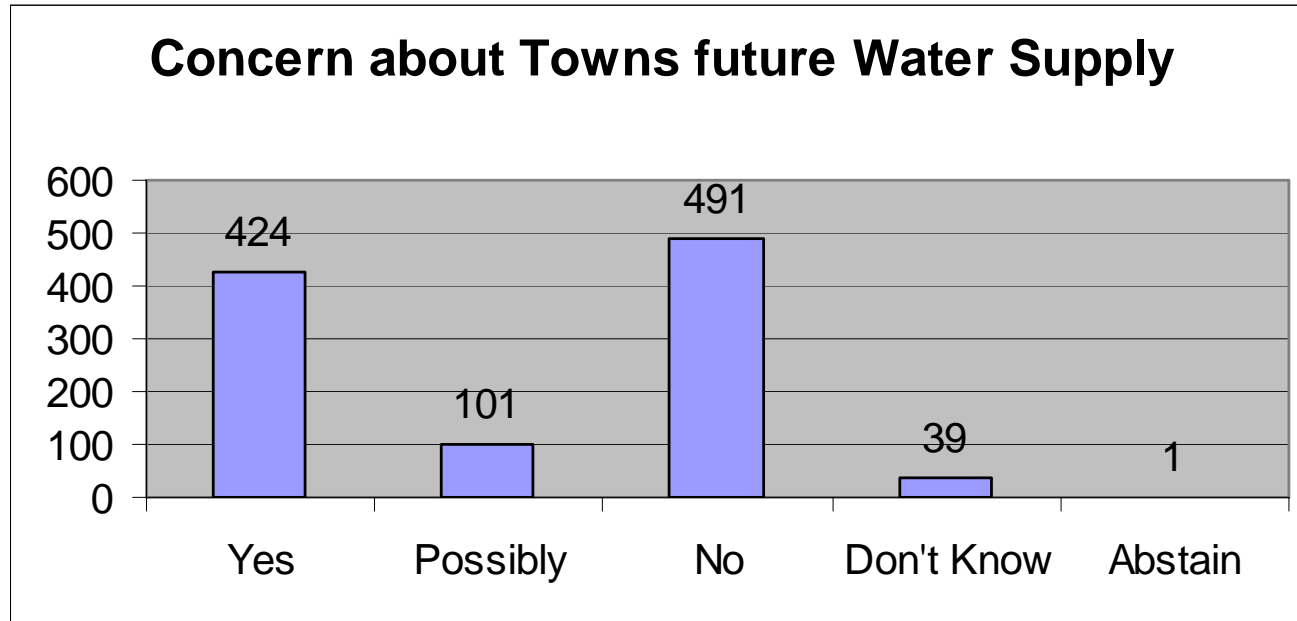


2005



Q8a

Are you concerned about your town's future water supply?



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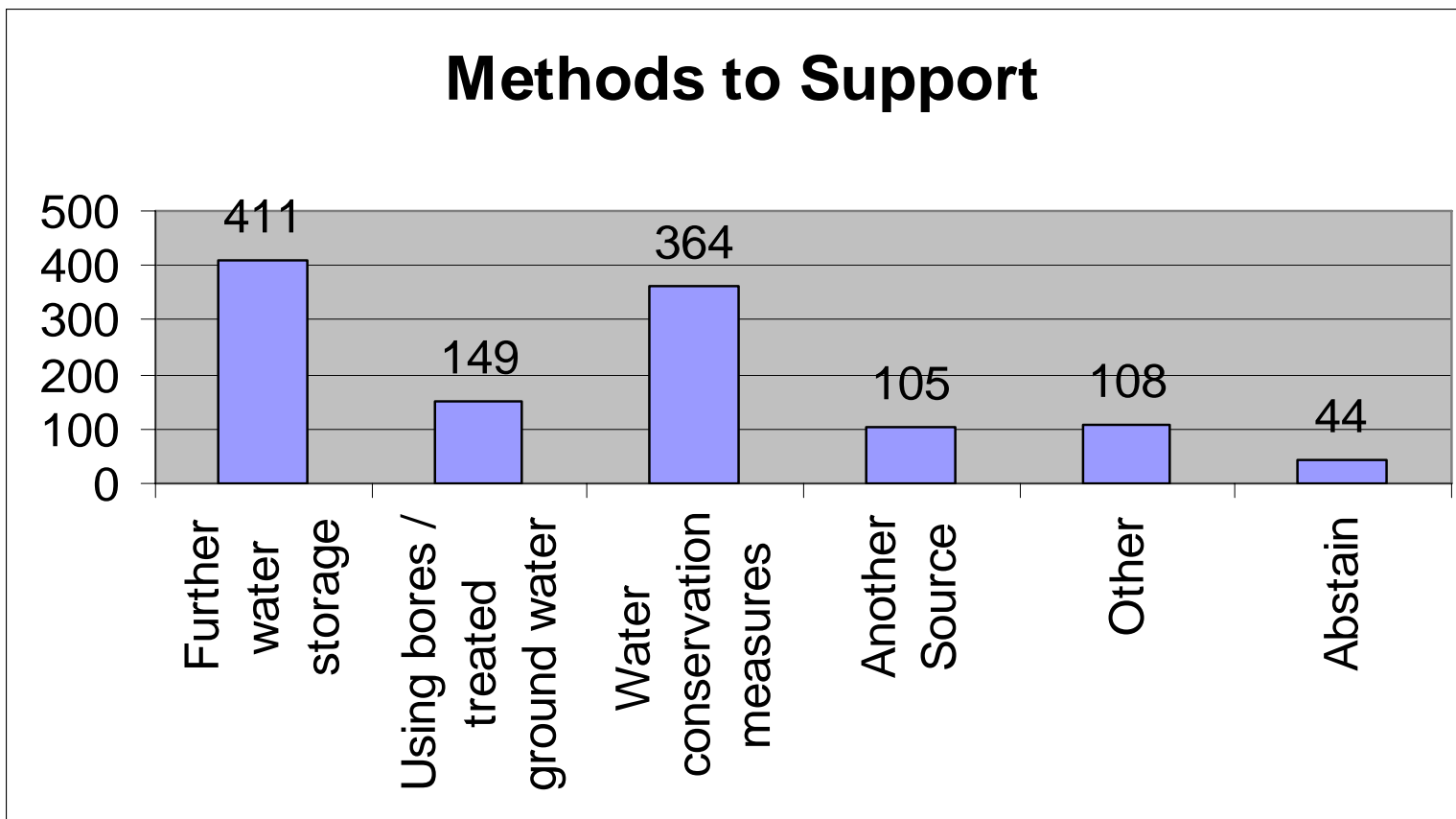
NORTH EAST WATER

Please note: Q8b is deliberately missing as this was a “comment” question which can be found in the attached appendix.

Q8c

To ensure greater reliability of water in the future, which of these measures would you support?

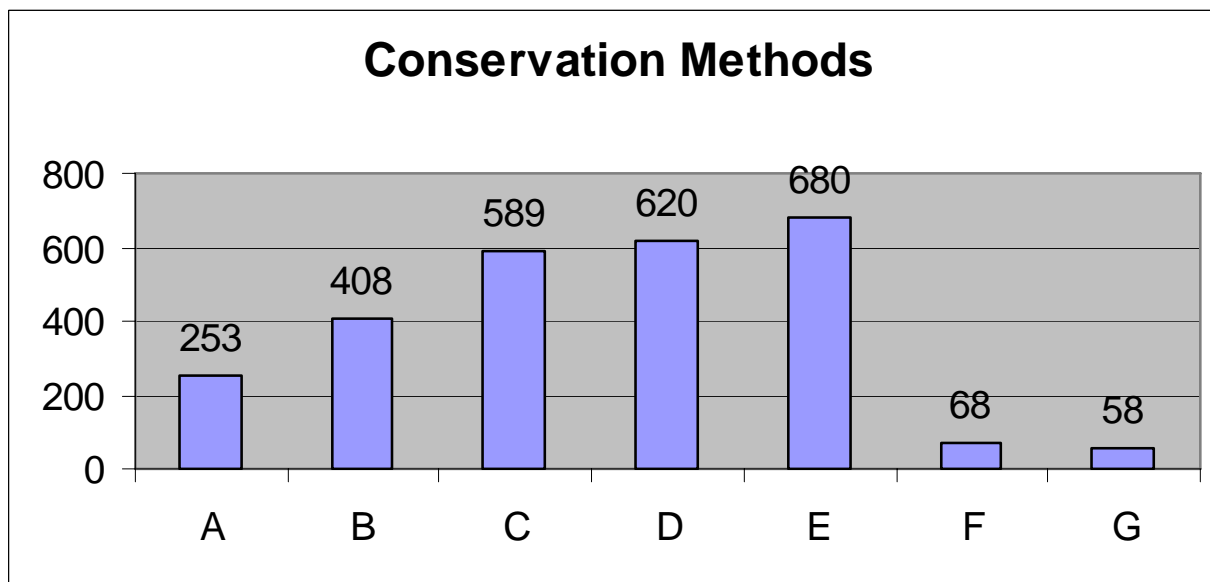
Respondents could pick as many options as they wanted to support.



Q8_d

Of the following , what water conservation measures do you practice?

Respondents could pick as many options as was applicable.

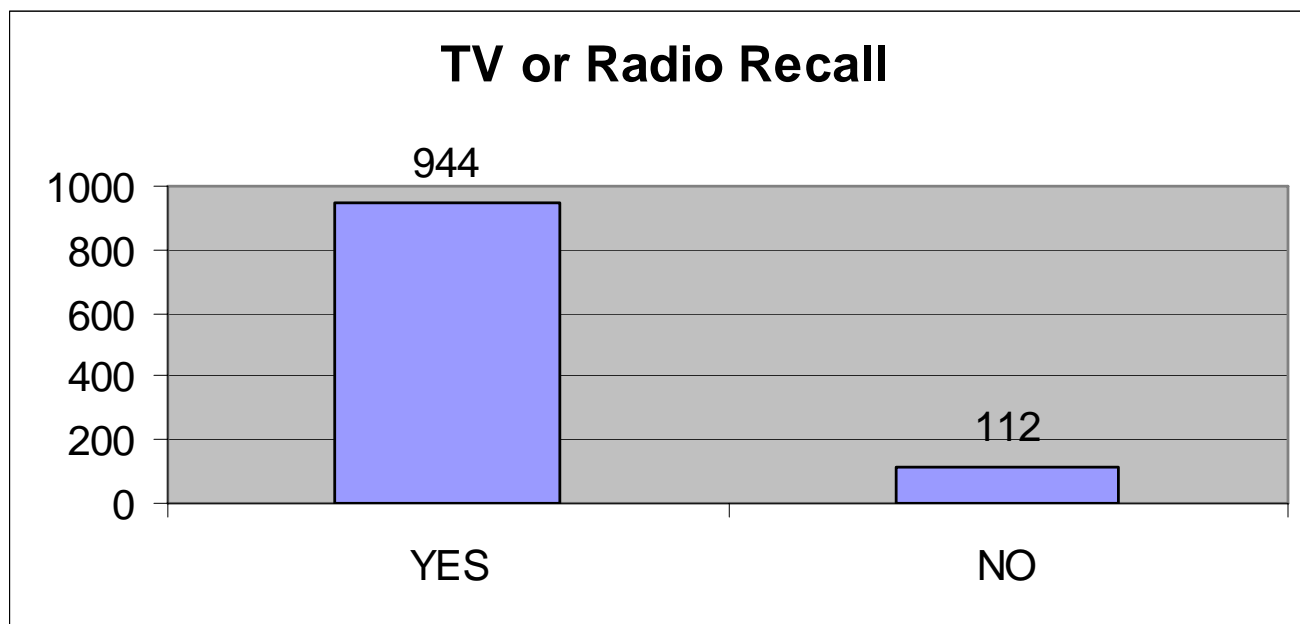


A	Use of rainwater tanks
B	Recycling of wastewater
C	Shorter showers (ie. less than 5 minutes)
D	Installation of water efficient appliances (ie. front load washers, water efficient shower heads, et
E	Garden conservation ie trigger hoses, watering times and native plants
F	Other
G	Abstain



Q8e

Do you recall seeing or hearing any TV or radio advertising about conserving water over the summer months?



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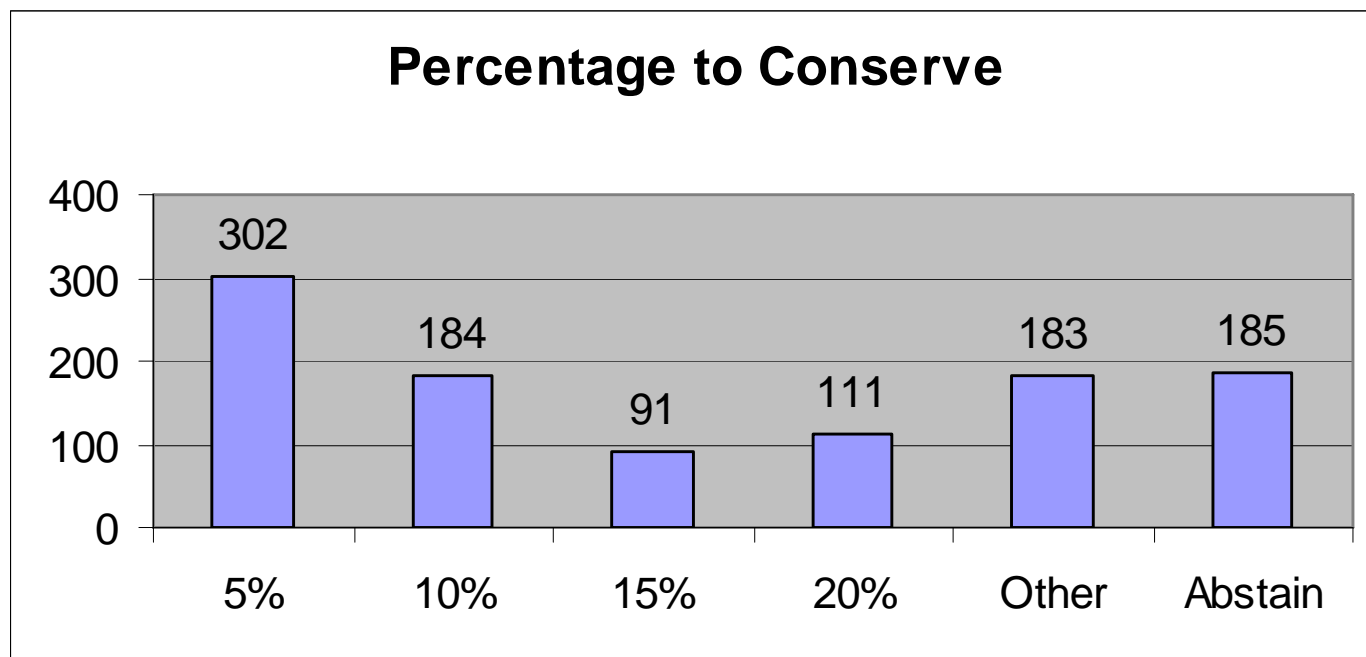
NORTH EAST WATER

This is a new question for 2006.

NERWA ran advertising on three commercial TV stations and three radio stations across the region from 1 December 2005 – 31 February 2006.

Q8f

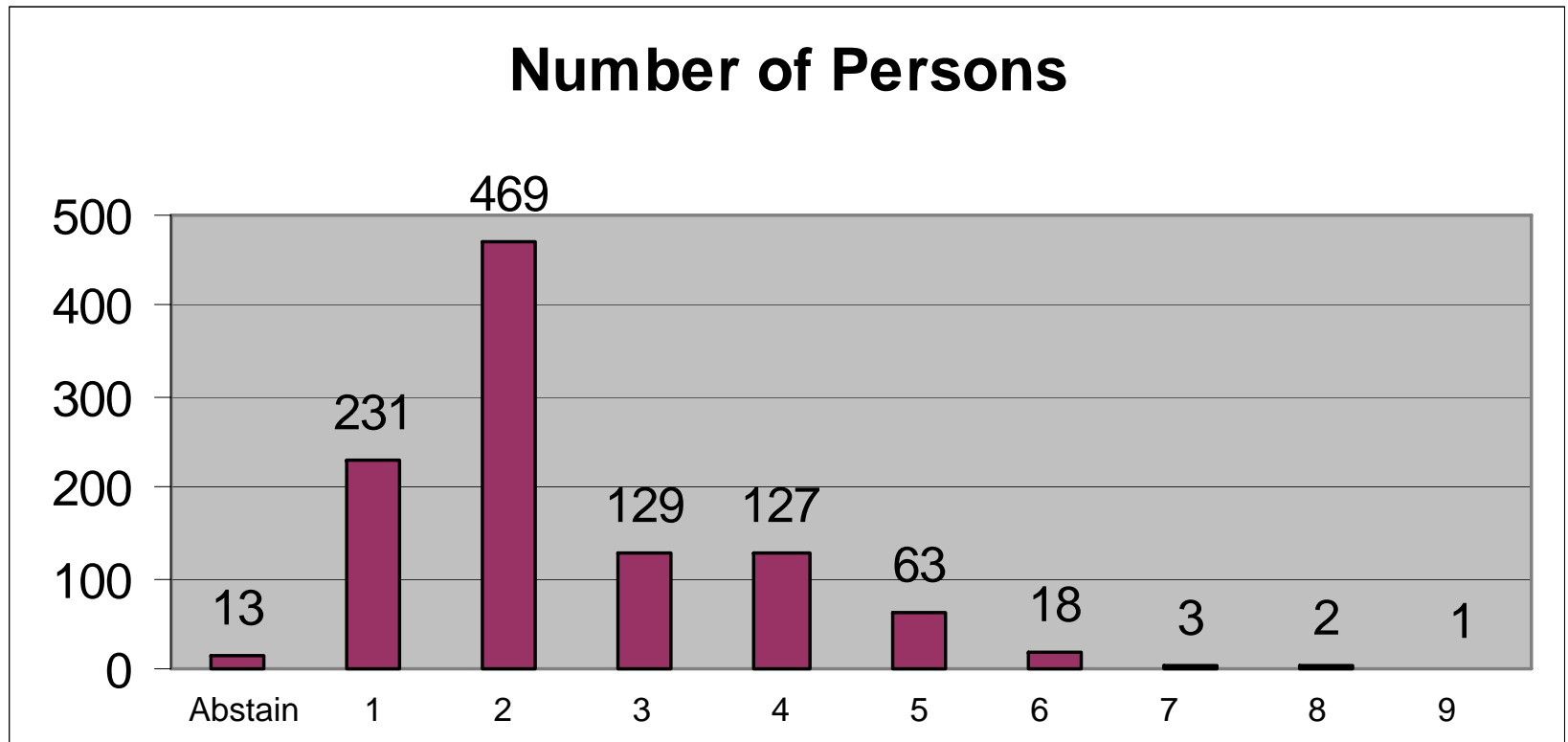
If you were asked to reduce or conserve water, what do you believe is a reasonable percentage reduction target?



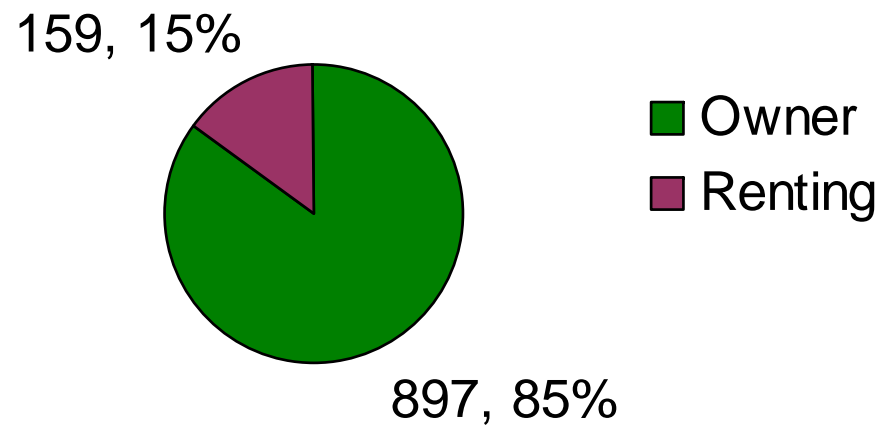
Large numbers occur in the “Other” and “Abstain” categories because people answered that they couldn’t conserve any more than they already are, so either Abstained from answering or, their comment was 0% which is reflected in the comment sheets. These people would be in the “Other” category.

Q9a

Demographics – The number of persons in your household?

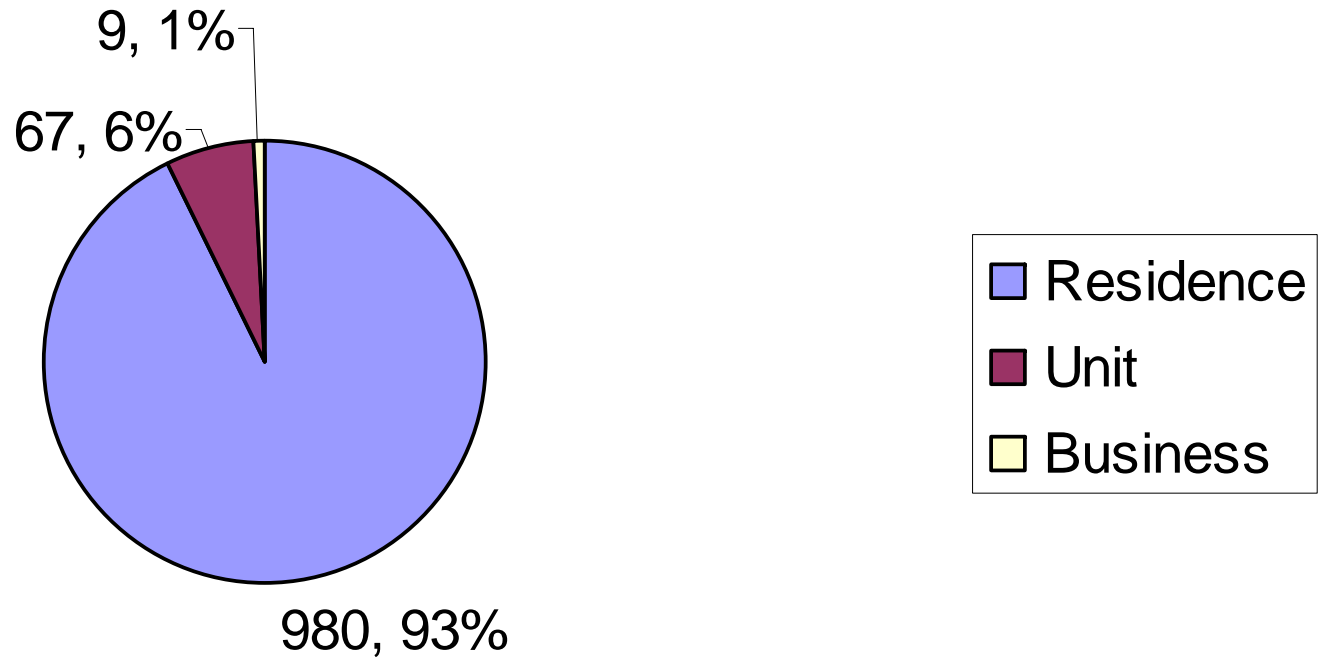


Owner or Tenant



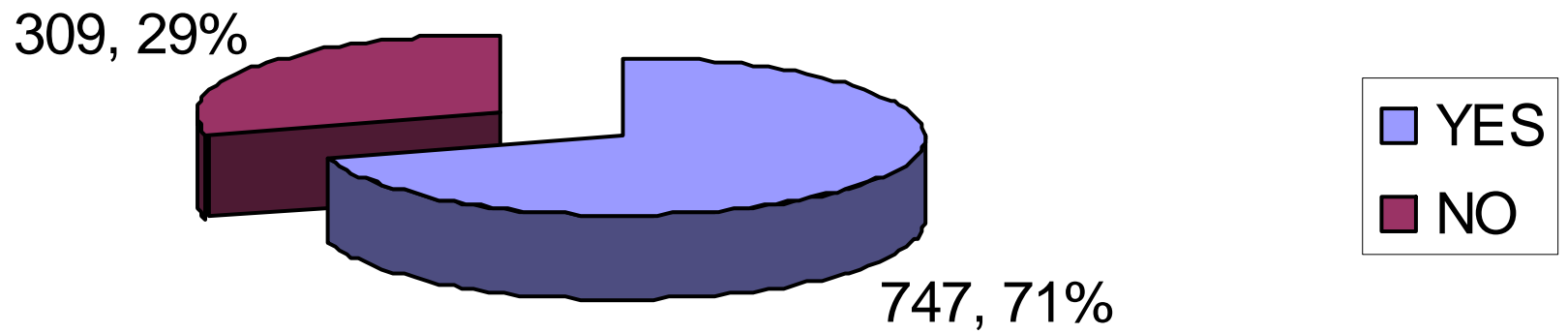
Q9c

Demographics – Is this a residence, Unit or Business?



Q9_d

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



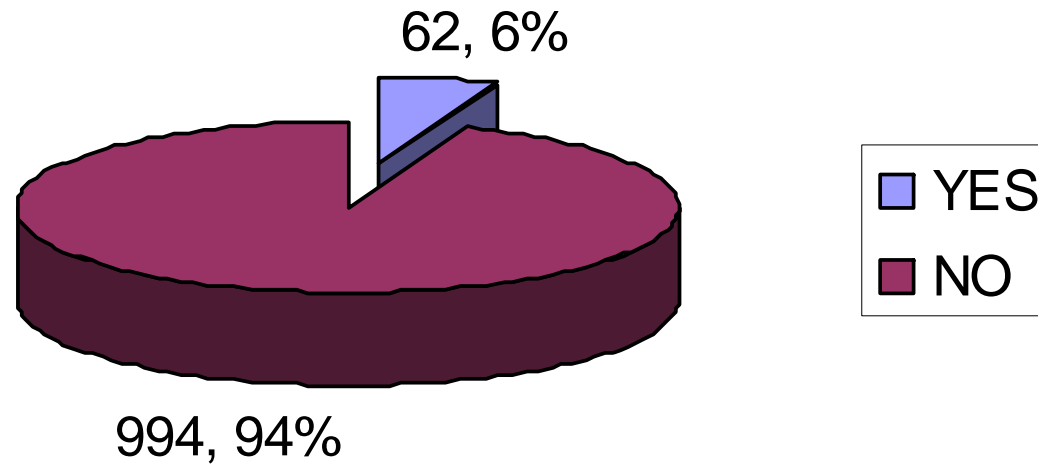
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NORTH EAST WATER

Q10

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



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NORTH EAST WATER

All 62 people that requested to be contacted, their details were emailed to NERWA regularly during the telemarketing process.

Thank you for choosing



Steven Taylor + Associates Pty Ltd



NORTH EAST WATER