

**2013 Aqua Ohio Water Company  
Customer Survey**

**Stark Division  
Stark County**

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## **Survey Overview**

### **Description**

Staff issued a customer survey in January 2013 to 1,500 randomly selected customers. The survey issued was to measure the customer perceptions regarding the water quality and customer service provided by the water company. The 204 returned surveys reflected the customers are generally satisfied with their water quality (97.1% Fair to Excellent) and generally satisfied with the company's customer service (85.4% of the 41 respondents that called the company felt their calls were promptly answered and 85.4% felt they were answered in a professional manner.

### **Instructions Provided To Respondents**

The Public Utilities Commission of Ohio's Service Monitoring and Enforcement Department is conducting a survey of randomly selected customers to identify their perceptions regarding the water quality and customer service provided by the Stark Division of the Aqua Ohio Water Company. Please keep your responses relative to the service you have received since January 1, 2010. Please complete and return the survey by February 22, 2013.

### **Respondent Metrics**

Respondents:	<u>204</u>
Surveys Mailed:	<u>1,500</u>
Percent Surveys Returned	<u>13.6 %</u>

## Survey Results

### Section – Section 1

#### 1. I would rate my overall water quality as:

	Response Type	Responses	% Responses to Total Surveys Returned	% Responses to Total Responses *
1	Excellent	64	31.37%	31.37%
2	Good	110	53.92%	53.92%
3	Fair	24	11.76%	11.76%
4	Poor	5	2.45%	2.45%
5	Unsatisfactory	1	0.49%	0.49%
6	No Response	0		
	Total Responses	204	100.00%	100.00%

\* Total Responses less "No Response"

#### 2. I would rate my water pressure as:

	Response Type	Responses	% Responses to Total Surveys Returned	% Responses to Total Responses *
1	Excellent	62	30.39%	30.39%
2	Good	106	51.96%	51.96%
3	Fair	28	13.73%	13.73%
4	Poor	6	2.94%	2.94%
5	Unsatisfactory	2	0.98%	0.98%
6	No Response	0		
	Total Responses	204	100.00%	100.00%

\* Total Responses less "No Response"

#### 3. How often do you experience discolored water during normal operations? (excluding flushing/main break occasions, etc.)

	Response Type	Responses	% Responses to Total Surveys Returned	% Responses to Total Responses *
1	Never	125	61.27%	62.50%
2	Rarely	52	25.49%	26.00%
3	Occasionally	20	9.80%	10.00%
4	Often	1	0.49%	0.50%
5	Frequently	2	0.98%	1.00%
6	No Response	4	1.96%	
	Total Responses	204	100.00%	100.00%

**4. I currently utilize in my home (check all that apply):**

	Response Type	Responses	% Responses to Total Surveys Returned	% Responses to Total Responses *
1	Nothing	150	73.53%	72.46%
2	Softener	22	10.78%	10.63%
3	Whole House Filter	7	3.43%	3.38%
4	Point-of-Use Treatment Device	28	13.73%	13.53%
5	No Response	6	2.94%	
	Total Responses	213		100.00%

\* Total Responses less "No Response"

**Section - Section 2**

**5. Did you call the Company?:**

	Response Type	Responses	% Responses to Total Surveys Returned	% Responses to Total Responses *
1	Yes	41	20.10%	22.16%
2	No	144	70.59%	77.84%
3	No Response	19	9.31%	
	Total Responses	204	100.00%	100.00%

\* Total Responses less "No Response"

**6. Promptly Answered?:**

	Response Type	Responses	% Responses to Total Surveys Returned	% Responses to Total Responses *
1	Yes	35	17.16%	85.37%
2	No	6	2.94%	14.63%
3	Not Applicable	144	70.59%	
4	No Response	19	9.31%	
	Total Responses	204	100.00%	100.00%

\* Total Responses less "No Response" and "Not Applicable"

**7. Professional Manner?:**

	Response Type	Responses	% Responses to Total Surveys Returned	% Responses to Total Responses *
1	Yes	35	17.16%	85.37%
2	No	6	2.94%	14.63%
3	Not Applicable	144	70.59%	
4	No Response	19	9.31%	
	Total Responses	204	100.00%	100.00%

\* Total Responses less "No Response" and "Not Applicable"

**8. If you marked "No" for Professional Manner, please explain:**

	Response Type	Responses	% Responses to Total Surveys Returned	% Responses to Total Responses *
1	No Response	19	9.31%	
2	Rude Service	0		
3	Slow Service	1	0.49%	16.67%
4	Did not fix problem	1	0.49%	16.67%
5	Called several times	2	0.98%	33.33%
6	Other	2	0.98%	33.33%
7	Not Applicable	179	87.75%	
	Total Responses	204		100.00%

\* Total Responses less "No such experience" and less "No Response"

**Section - Section 3**

**9. The Company's response time to service call requests (e.g., meter reread) is:**

	Response Type	Responses	% Responses to Total Surveys Returned	% Responses to Total Responses *
1	No such experience	146	71.57%	
2	Excellent	6	2.94%	20.69%
3	Good	10	4.90%	34.48%
4	Fair	8	3.92%	27.59%
5	Poor	2	0.98%	6.90%
6	Unsatisfactory	3	1.47%	10.34%
7	No Response	29	14.22%	
	Total Responses	204	100.00%	100.00%

\* Total Responses less "No such experience" and less "No Response"

**10. The Company's response time to emergencies (e.g., main break) is:**

	Response Type	Responses	% Responses to Total Surveys Returned	% Responses to Total Responses *
1	No such experience	159	77.94%	
2	Excellent	5	2.45%	38.46%
3	Good	4	1.96%	30.77%
4	Fair	1	0.49%	7.69%
5	Poor	1	0.49%	7.69%
6	Unsatisfactory	2	0.98%	15.38%
7	No Response	32	15.69%	
	Total Responses	204	100.00%	100.00%

\* Total Responses less "No such experience" and less "No Responses"

**11. In your community, which utility rates do you consider reasonable for the service currently received? (check all that apply)**

	Response Type	Responses	% Responses to Total Surveys Returned	% Responses to Total Responses *
1	Gas	94	46.08%	18.50%
2	Electric	74	36.27%	14.57%
3	Phone	57	27.94%	11.22%
4	Cable	36	17.65%	7.09%
5	Water	117	57.35%	23.03%
6	Sewer	105	51.47%	20.67%
7	None	25	12.25%	4.92%
8	No Response	19	9.31%	
	Total Responses	527		100.00%

\* Total Responses less "No Response"

**12. Please express any comments or suggestions about your water service:**

	Response Type	Responses	% Responses to Total Surveys Returned	% Responses to Total Responses *
1	No Comment	151	74.02%	
2	Billing or General Customer Service	2	0.98%	2.78%
3	Color	1	0.49%	1.39%
4	Cloudy	1	0.49%	1.39%
5	Corrosion	1	0.49%	1.39%
8	Hardness	2	0.98%	2.78%
9	High Rates	7	3.43%	9.72%
10	Low Pressure	4	1.96%	5.56%
11	No Local Call Center / Emergency Number	3	1.47%	4.17%
12	Odor - (other than Chlorine)	2	0.98%	2.78%
13	Odor - Chlorine / Chemicals	2	0.98%	2.78%
14	Other	7	3.43%	9.72%
16	Particles in Water	1	0.49%	1.39%
17	Positive Comment	17	8.33%	23.61%
18	Residue/Spots	3	1.47%	4.17%
19	Restoration	2	0.98%	2.78%
21	Service Line Insurance	1	0.49%	1.39%
22	Taste	7	3.43%	9.72%
23	Wants Deduct Sewer Meter	1	0.49%	1.39%
24	Won't Drink Water	1	0.49%	1.39%
25	Follow-Up Recommended	7	3.43%	9.72%
	Total Responses (*)	223		100.00%

\* Total Responses less "No Comment" Responses