

Ipsos Reid Water Quality Survey Results

- A total of 1,000 residents on municipal water were surveyed in November 2015.
- The telephone survey involved a random and representative sample of PUC residential water customers in all six wards across Sault Ste. Marie.
- 190 residents were surveyed in Ward 1, 160 in Ward 2, 180 in Ward 3, 160 in Ward 4, 150 residents in Ward 5 and 160 residents in Ward 6.
- The last Ipsos Reid customer survey was conducted in May of 2014.
- Drinking water remains a prominent issue for residents but less so than in the past; 31% this survey, versus 35% in the May 2014 survey.
- The survey found that more than half of the residents (55%) are satisfied with the quality of drinking water which is incrementally higher than the 52% in May 2014. In addition, a majority of residents (68%) feel that the water as it is today is 'acceptable' to them, statistically higher than May 2014 (62%).
- Most of the improvement in opinion has been among residents of Ward 1, who have historically been the least satisfied.
- There has been a significant improvement in ratings for the taste and odour since 2014 however impressions of cost have continued to worsen over time.
- One quarter (25%) of residents indicate they are drinking less tap water versus a year ago, lower than 2014 (30%). Two thirds report drinking the same amount of tap water (65%), higher than in 2014 (59%), while one in ten are drinking more (9%).
- Impressions of the drinking water and acceptability specifically have improved most among residents of Ward 1 compared to 2014, while fewer are 'very dissatisfied'.
- The Ipsos Reid survey was conducted at a cost of approximately \$30,000 and is part of the Water Quality Improvement Project.

Contact: Giordan Zin
Supervisor, Customer Engagement
(705) 759-1552
giordan.zin@ssmpuc.com