

---

## IPSOS REID SURVEY RESULTS

### ***What was the purpose of this survey?***

This survey provides a qualitative analysis of customer's opinions concerning water quality. Moreover, it will act as a valuable tool to measure any change in satisfaction levels as a result of implementing Stage 1 of the Water Quality Improvement Project. Additionally, this survey will help PUC to determine if further action is required.

### ***How much did it cost to carry out this survey?***

Ipsos Reid is one of the top customer research companies in North America. The cost of the survey was approximately \$30,000. We believe this is a good investment in not only the water quality improvement project, but also in customer engagement.

### ***Why did you only survey 190 people in Ward 1 when that's the area of the city where all of the brown water problems occur?***

Water quality is a concern for all of our customers across all six wards. To be accurate, the customer survey was random and used a representative sample from each of the wards. This way we can measure improvements in water quality opinions across Sault Ste. Marie.

### ***What are you going to do with these survey results?***

The results from this survey will be compared to the results of the previous survey, (conducted in 2014) to determine if consumers believe there have been satisfactory improvements in the taste, smell and clarity of the city's drinking water.

### ***How will you decide if we must proceed with Stage 2 of the Water Quality Improvement Project (WQIP)?***

The decision to proceed with Stage 2 of the WQIP will be established by evaluating a number of criteria including; the results of this survey, customer concerns reported to PUC (customer complaints), the results of both the Corrosion Control Study, and the yearly regulatory lead testing program. Therefore, the decision on Stage 2 will likely not be made until late 2016, as both studies are still underway and will not be completed until late in the year.

### ***Will the same people be contacted in the next customer survey?***

For accuracy and reliability, this type of research is conducted by making random calls to residents from each ward in the city; it's very unlikely that someone who was contacted in the first survey would be contacted in the second survey as well.

### ***I would like to be part of the next customer survey. How do I sign up?***

For accuracy and reliability, customers are selected through random calls within all six wards. There is no sign up process because it would impact the integrity of the survey.

### ***I want to see the complete survey results. How can I get a copy of the results?***

Details of the customer survey are available on our website ([www.ssmruc.com](http://www.ssmruc.com)) including the questions used in the survey, survey results, fact sheet and news release.