
Ipsos Reid Water Quality Survey Results

- A total of 1,000 residents on municipal water were surveyed in May 2014.
- 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 November of 2012.
- Drinking water continues to be a top city issue with 35% of those surveyed indicating it should be the top priority, up from 25 percent in 2012.
- The survey found that overall satisfaction with the quality of the city's drinking water continues to be fairly low at 52% and has not changed since 2012. However, a majority of residents (62%) feel that the water as it is today is 'acceptable' to them, also unchanged from 2012.
- In Ward 1 there is a significant decline in personal satisfaction and acceptability of the municipal drinking water.
- There has been a significant improvement in ratings for the taste and odour since 2012 however taste and odour continue to be the primary concern of residents. Ratings on colour, clarity, safety and cost of drinking water have worsened since 2012.
- Overall, 7 out of 10 residents report drinking tap water 'most often', which is unchanged from 2012. However, three in ten (30%) residents indicate they are drinking less tap water versus a year ago. In 2012, 35% of residents indicated they were drinking less tap water compared to the year prior.
- Only half (56%) of residents surveyed were aware the PUC has initiated a Water Quality Improvement project
- The Ipsos Reid survey was conducted at a cost of approximately \$30,000 and is part of the Water Quality Improvement project.

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