

## **Sault Ste. Marie PUC – Public Opinion Survey**

**METHODOLOGY:** Telephone (CATI)

**SAMPLE:** Random and representative sample of 1,000 Sault Ste. Marie residents at least 18 years of age (standard industry screeners will be applied)

**QUOTAS:** Age, gender, regions (ward) within Sault Ste. Marie

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### **Questionnaire FINAL May 2<sup>nd</sup> 2014**

#### **Script Introduction**

Hello, my name is (INSERT NAME)... and I'm calling from Ipsos Reid, a national public opinion research company. We are conducting a survey of Sault Ste Marie residents about their views on some important local issues. Your household was selected at random and we would like to speak to someone aged 18 or older. All of your responses are strictly confidential. (IF ASKED, the survey will take between 8 to 10 minutes depending on your responses).

If correct person – Continue

If Yes – Repeat Introduction

If No – Thank and Terminate

#### **Screeners**

First I would like to ask you a couple of questions to see if you qualify for this study.

AA. Is this a residence or business?

Home

Business

[IF RESIDENCE CONTINUE, ALL OTHERS INCLUDING DK/REF THANK AND TERMINATE]

A. In which age group do you fall? (READ LIST)

Under 18

18-34

35-54

55+

[IF UNDER 18 THANK AND TERMINATE]

B. GENDER (DO NOT ASK) (Record gender of respondent by observation)

C. Do you, or does anyone in your household, work in any of the following areas? (READ LIST)

An advertising company

A public relations company

A market research company

The media -- that is TV, radio, newspaper or new media (Internet)

Is an employee of the Sault Ste. Marie PUC

None (DO NOT READ)

[IF NONE CONTINUE, ALL OTHERS THANK AND TERMINATE]

D. What is your postal code? [MUST HAVE ALL 6 DIGITS TO CONTINUE IF THE FIRST THREE DIGITS ARE NOT P6A, P6B OR P6C THANK AND TERMINATE]

(IF NECESSARY: POSTAL CODE WILL BE USED TO ENSURE WE ARE TALKING TO RESIDENTS OF SAULT STE MARIE)

### **Main Questionnaire**

1. Thinking of all of the issues presently facing your community, which one do you feel should receive the greatest attention from the city's leaders? That is the one thing they should give top priority to. (DO NOT READ LIST. ACCEPT ONE MENTION ONLY)

Municipal spending and taxes  
Economic development and jobs  
Healthcare  
Garbage and recycling  
Social housing  
Animal services  
Roads and transit  
Recreation and cultural services  
Drinking water  
Sewer and storm water treatment  
Crime and violence  
The environment and green spaces  
Other (SPECIFY)

2. I am going to read out a few different municipal services or issues, of these which ones do you think should be the city's top priority... What about the second priority?... What about the third priority? (READ LIST)

Top priority  
Second priority  
Third priority

[DRINKING WATER WILL AUTOMATICALLY BE READ OUT PLUS FOUR OTHER SERVICES/ISSUES AT RANDOM]

[ALWAY READ] Drinking water

[RANDOMLY PULL FOUR OF THE FOLLOWING PER RESPONDENT]

Municipal spending and taxes  
Economic development and jobs  
Healthcare  
Garbage and recycling  
Social housing  
Animal services  
Roads and transit  
Recreation and cultural services  
Sewer and storm water treatment

Crime and violence  
The environment and green spaces

3. Overall, how satisfied are you with the city's drinking water (that is the tap water in your home)? Are you...(READ LIST)

Very satisfied  
Somewhat satisfied  
Neither satisfied nor dissatisfied  
Somewhat dissatisfied  
Very dissatisfied

4. Using a scale of 1 to 10, where 1 is very poor and 10 is excellent how would you rate your tap water on the following factors? (READ LIST)

[RANDOMIZE]

Taste  
Smell  
Colour  
Clarity  
Being healthy for you  
Being safe to drink  
Convenience or availability  
Cost or price

[SCALE 1-10]

5. Have you noticed any changes to your tap water in the past five years?

Yes  
No

[IF YES ASK Q6 AND Q7, IF NO OR DON'T KNOW SKIP TO Q9]

6. What changes have you noticed? (DO NOT READ. RECORD ALL MENTIONS)

Tastes better  
Tastes worse  
Smells better  
Smells worse  
Harder water  
Softer water  
Less pressure  
More pressure  
Better clarity  
Worse clarity  
Better colour  
Worse colour  
Other (specify)

7. Would you say that the quality of your tap water has gotten much better, a little better, a little worse or much worse than compared to five years go or is it about the same?

Much better  
A little better  
About the same  
A little worse  
Much worse

[IF A LITTLE WORSE OR MUCH WORSE ASK Q8, OTHERWISE SKIP TO Q9]

8. Did you notice it getting worse more than a year ago or has it gotten worse just in the last year?

More than a year ago  
Just in the past year

[ASK TO ALL]

9. Generally speaking, what type of water do you drink most often? (READ LIST)

[RANDOMIZE]

Regular tap water  
Filtered Tap Water (using a faucet-mounted, pour-through pitcher-style or reverse osmosis filter system)  
Bottled spring water  
Bottled mineral or carbonated water  
Other

10. Would you say you are drinking more, less or the same amount of tap water (filtered or not) compared to a year ago?

More  
Less  
The same amount

[IF ANSWER LESS ASK Q11 OTHERWISE SKIP TO Q15]

11. And what is the main reason you are drinking less tap water? [ACCEPT MULTIPLE MENTIONS, PROBE ONCE]

Dislike the taste or odour  
Have concerns about safety  
Colour of the water (i.e. brown water)  
Other (specify)

15. Is the quality of your drinking water as it is today acceptable or unacceptable to you?

Acceptable  
Unacceptable

[IF UNACCEPTABLE ASK Q13, OTHERWISE SKIP TO Q14]

13. And why do you say the quality of your drinking water is unacceptable? (DO NOT READ LIST)  
[ACCEPT MULTIPLE MENTIONS, PROBE ONCE]

Taste  
Odour  
Have concerns about safety  
Colour of the water (i.e. brown water)  
Other (specify)

14. Before today, have you heard anything on the topic of water quality in your local community?

Yes  
No

[IF NO/DK/REFUSED AT Q14 SKIP TO Q16]

Q15new. Where did you hear about it? (DO NOT READ LIST. ACCEPT ALL MENTIONS)

Television  
Radio  
Local Newspaper  
At a City Council meeting  
From your council member  
PUC's website  
Word of mouth  
Other (specify)

16. Before today, have you heard specifically about the Water Quality Improvement project being implemented by PUC Inc., the public utility responsible for drinking water in the City of Sault Ste. Marie?

Yes  
No

[IF NO/DK/REFUSED AT Q16 SKIP TO Q18]

17. And where did you hear about this initiative? (DO NOT READ LIST. ACCEPT ALL MENTIONS)

Television  
Radio  
Local Newspaper  
At a City Council meeting  
From your council member  
PUC's website  
Word of mouth  
Other (specify)

(READ TO ALL) I have just a few questions left to go. These are for statistical classification only.

18. What is the highest level of education that you have reached? (READ LIST) [SINGLE PUNCH]

Some/completed elementary school  
Some/completed high school  
Community college, vocational, technical school, CEGEP  
Some/completed university (Bachelor's Degree)  
Post graduate, professional school (e.g., MA, MSc, PhD, LLB)  
No schooling

19. Which of the following income groups would best represent your annual household income before taxes? Please stop me when I reach your category. (READ LIST) [SINGLE PUNCH]

Less than \$30,000  
\$30,000 to less than \$60,000  
\$60,000 to less than \$90,000  
\$90,000 to less than \$120,000  
\$120,000 to less than \$150,000  
\$150,000 to less than \$200,000  
\$200,000 or more

20. Including yourself, how many people are currently living in your household? [SINGLE PUNCH]  
[DO NOT READ LIST]

One  
Two  
Three  
Four  
Five  
Six or more

21. Do you have any children under the age of 18 living at home?

Yes  
No

Those are all the questions. Thank you very much for your time.