

Sault Ste. Marie PUC – Water Quality Survey

Questionnaire FINAL Nov.1, 2012

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.

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

(DO NOT READ) None

[IF NONE CONTINUE, ALL OTHERS THANK AND TERMINATE]

D. What is your postal code? [MUST HAVE ALL 6 DIGITS TO CONTINUE]
(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
Sewage 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
Sewage 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
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 Q12]

11. And is the main reason you are drinking less tap water because you [ROTATE dislike the taste or odour, have concerns about safety] or some other reason?

Dislike the taste or odour

Have concerns about safety

Another reason

[ASK TO ALL]

12. How familiar are you with the process used to disinfect the city's drinking water supply? (READ LIST)

Very familiar

Somewhat familiar

Not very familiar

Not at all familiar

[READ TO ALL RESPONDENTS]

In Ontario, there are two approved methods for drinking water disinfection ---- using chlorine alone or using a combination of chlorine and ammonia.

98% of Ontario's regulated drinking water systems use chlorine alone, only 2% add ammonia.

Up until last year, the drinking water in Sault Ste. Marie had been disinfected by a combination of chlorine and ammonia, one of the two approved methods for drinking water disinfection. Last year, ammonia was removed in order to satisfy changes to regulations and this change brings the municipality in line with most other systems around the province and around the world. After removing the ammonia, some residents noticed a change in the taste and odour of the water.

13. Before today, did you know that there had been a change in the way the city's water was disinfected?

Yes
No

[IF YES ASK Q14 OTHERWISE SKIP TO Q15]

14. Where did you hear about the change? (READ LIST. ACCEPT ALL MENTIONS)

[RANDOMIZE]

At a City Council meeting

From your council member

By going on the PUC's website

Reading something in the media

Word of mouth

[ALWAYS READ LAST] Other (specify)

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

Acceptable
Unacceptable

[IF UNACCEPTABLE ASK Q16 OTHERWISE SKIP TO Q17]

16. There are a number of benefits that result from removing ammonia from the city's water disinfection process. Is the quality of your drinking water as it is today acceptable or unacceptable to you knowing that [INSERT ITEM]? How about ? How about...?

[RANDOMIZE]

It is as safe to drink now yet has fewer chemicals

The new process is expected to reduce the amount of lead in the water, thus making it safer to drink

It is now less hazardous to the health of water treatment staff that were working with the ammonia

It is now more cost effective for the PUC and its customers

Acceptable
Unacceptable

[ASK TO ALL]

17. I am going to read you a series of things the PUC could do to try to improve the taste and odour of the water, all of which would be done in compliance with Ontario Drinking Water regulations. Please note that if the PUC were to undertake these changes there is no guarantee the water would have the exact taste and odour as it did before removing ammonia.

Would you support or oppose the PUC trying to improve the taste and odour of the current drinking water if it meant.... [INSERT]

[RANDOMIZE]

...adding more water treatment chemicals to the drinking water even though it will not make the water any safer to drink (IF NECESSARY READ: such chemicals would be Ammonia, Sodium Chloride (which is salt) and Soda Ash (which is sodium carbonate))

...adding more water treatment chemicals to the drinking water even though it will be more hazardous for PUC workers who handle them

...it will cost as much as \$5 million to cover the cost of the additional chemicals and infrastructure that will be needed and these added costs will have to be recovered in your water rates *Water rates would go up by roughly one dollar per month.*

... moving away from the standard practice used in most every system in Ontario

Strongly support

Somewhat support

Somewhat oppose

Strongly oppose

(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.