



Water Utility Cost of Service Survey

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Prepared for The City of Calgary by:

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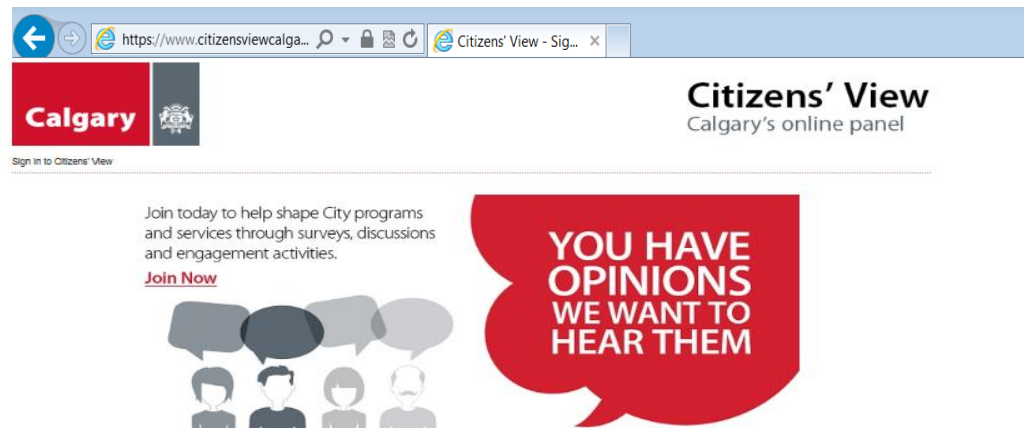


Methodology

Overview Methodology

Ipsos conducted an online survey with Citizens' View panelists.

- Citizens' View is an online panel that encourages citizens to participate in shaping City of Calgary programs and services through surveys, discussions and engagement activities.
- The survey was launched on October 31 to 2910 panelists and closed on November 6, 2017.
- 888 panelists completed the survey and an additional 75 panelists started the survey but did not complete it.
- Results in this report are based on all valid respondents of participants who completed the entire survey.
- **The following findings are qualitative in nature. The work is exploratory as a result of the make up of panelists currently on the Citizens' View panel. The results should be regarded as directional and should not be projected to the larger population without further quantitative research.**





Key Findings

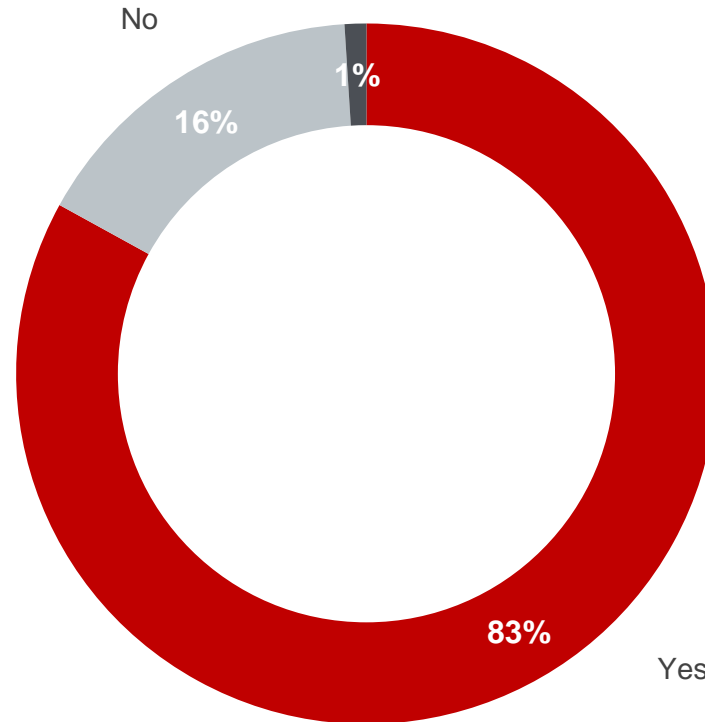
Key Findings

- ❖ The majority of Citizens' View panelists who responded to the survey agree that customers should pay based on the amount of water that they use (93% agree strongly or somewhat), that water rates should be predictable year over year (86%) and that their actions impact the amount of their water bill (76%).
- ❖ Seven-in-ten panelists report that they have taken actions to reduced their water bill in the past 12 months. Such actions have included reducing the amount of water used to water lawns, to take showers and installing water-efficient or low-flow appliances. However, 60% of these panelists state that their water bills stayed about the same, despite these efforts to reduce water usage.
- ❖ Two-thirds of Citizens' View panelists do not know if City Water Services receive funding from property taxes, and a similar proportion admit that they do not know how Calgary's water rates compare to other Cities in Canada. Despite the lack of knowledge, 64% agree that they receive excellent (13%) or good (51%) value for the price paid for household water service.
- ❖ Most panelists (63%) support the idea of a customer assistance program that provides support for those who are struggling to pay their water utility bills; however, only 29% agree that they would be willing to pay more to support these customers.
- ❖ Just over three-quarters of panelists believe that businesses that generate 'higher strength' wastewater should pay more for the service.
- ❖ These customers agree that Calgary water services:
 - ❖ Ensures the long-term supply of water (91% strongly agree)
 - ❖ Protects the health of rivers (87%)
 - ❖ Encourages all of us to use water wisely (74%), and
 - ❖ Protects against flooding (64%).



Detailed Findings

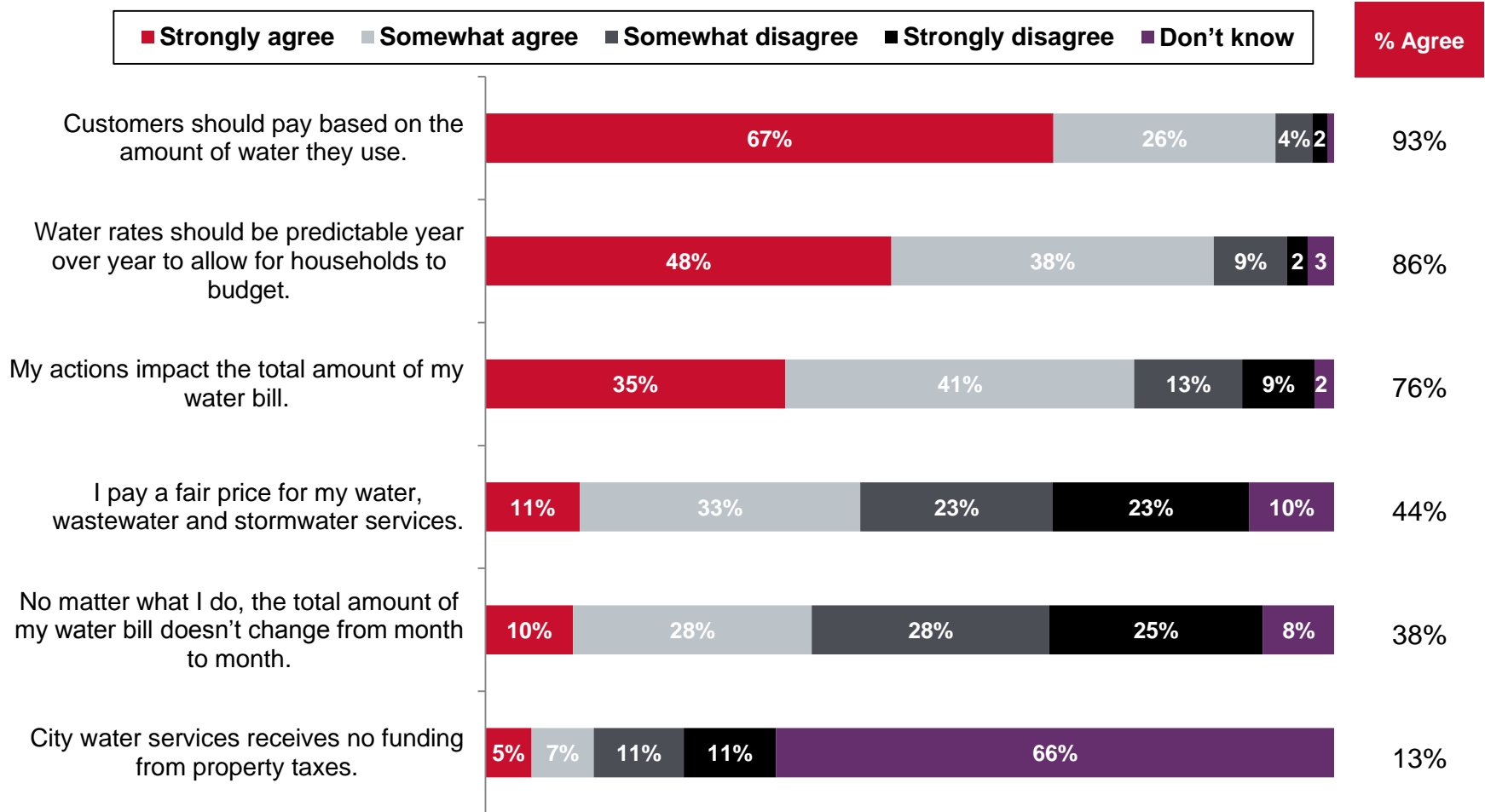
Whether Respondent or Someone in Household is Responsible for Water Bill



Q1. Are you or is someone from your household responsible for paying the water bill at your home?

Base: Total respondents (n=888)

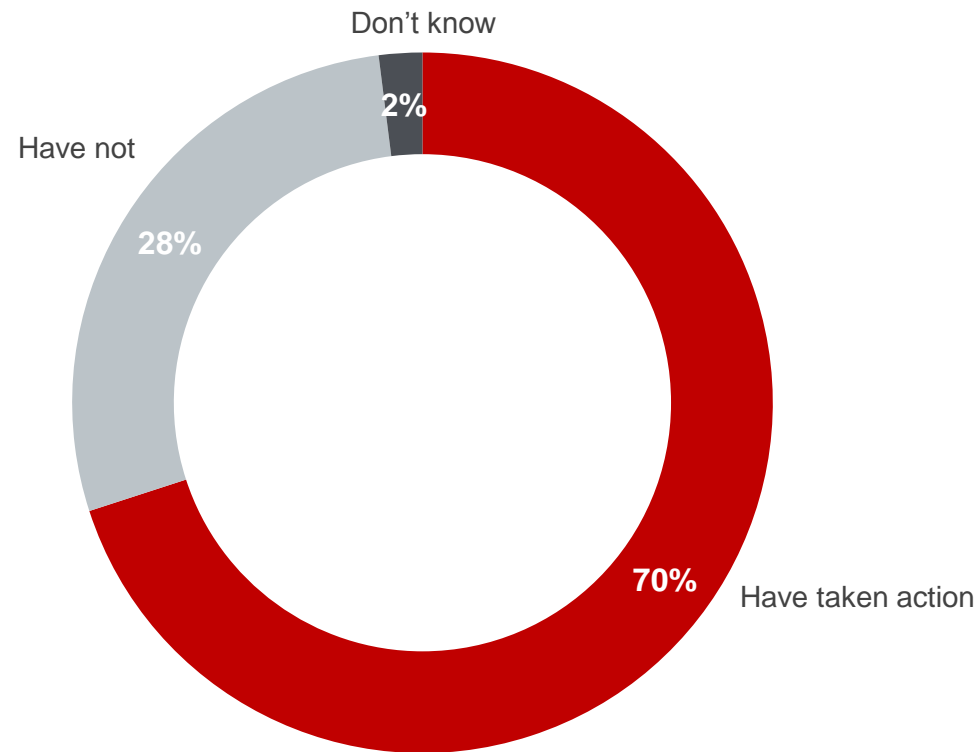
Level of Agreement



Q2. How strongly do you agree or disagree with the following statements?

Base: Respondents who are, or someone in their household is, responsible for paying the water bill (n=736 to 740)

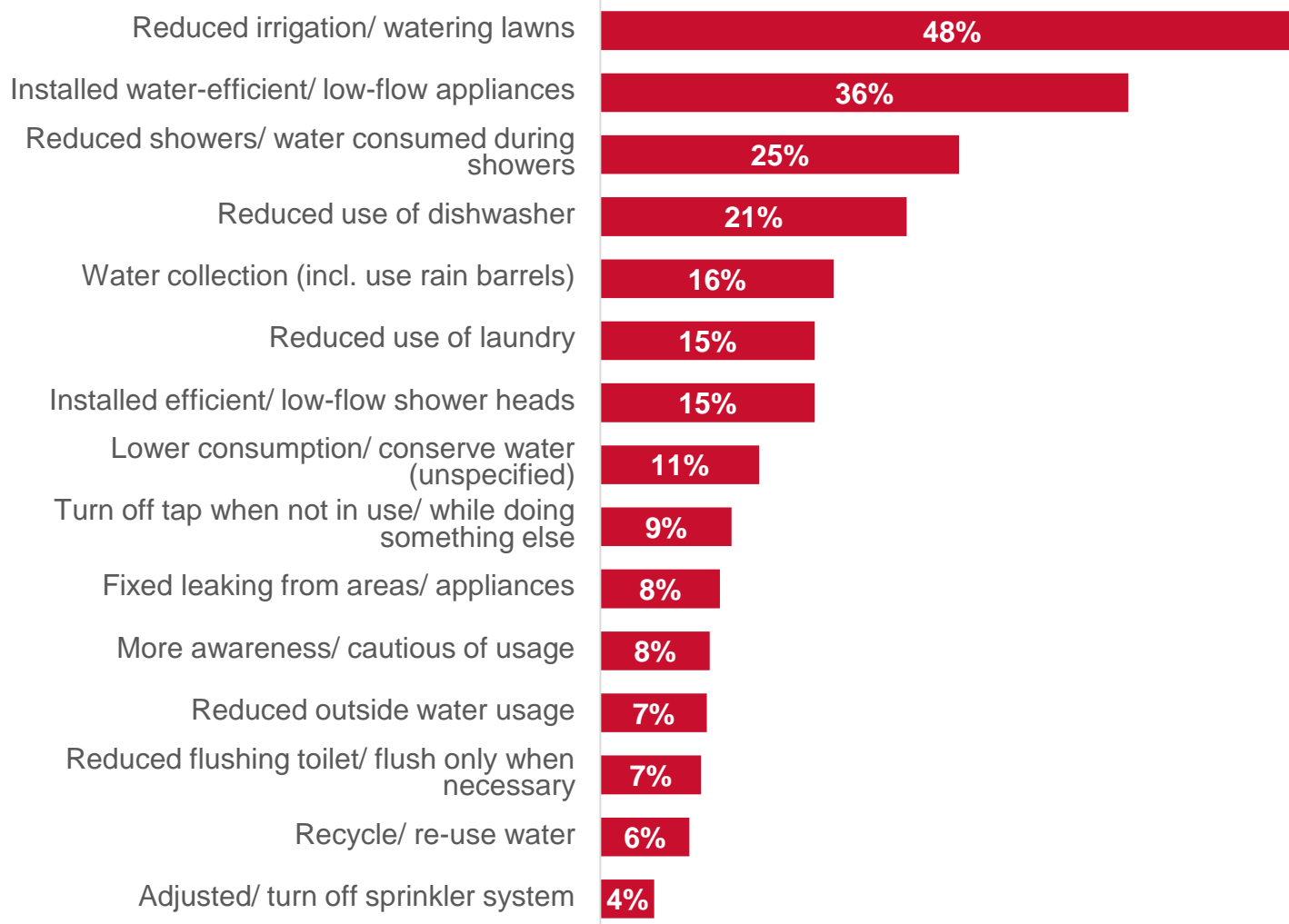
Whether Taken Action to Reduce Water Bill in Past 12 Months



Q3. Have you taken any actions to reduce your water bill at home in the past 12 months?

Base: Respondents who are, or someone in their household is, responsible for paying the water bill (n=742)

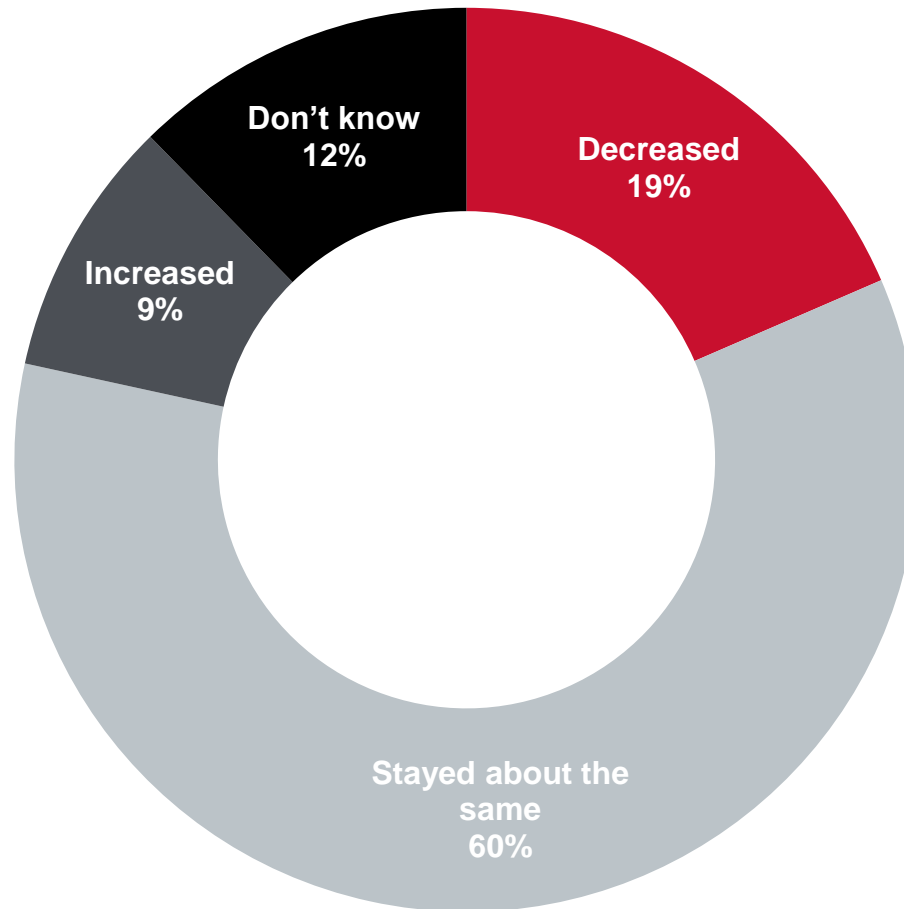
Actions Taken to Reduce Water Bill



Q4. What actions have you taken to reduce your water bill at home?

Base: Respondents who have taken any actions to reduce their water bill at home in the past 12 months and answered the question (n=478)

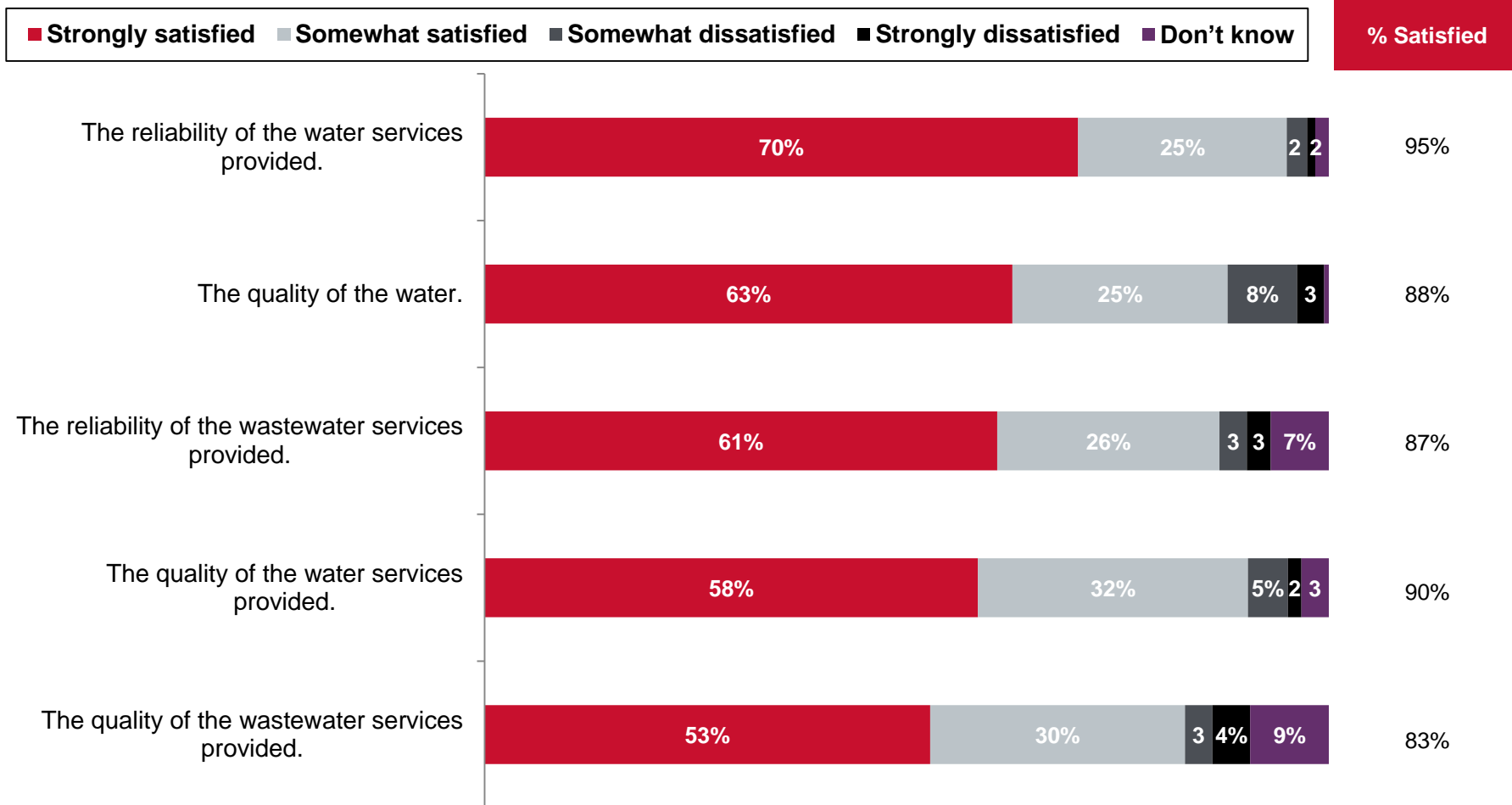
Impact of Actions on Water Bill



Q5. As a result, has your home water bill...

Base: Respondents who have taken any actions to reduce their water bill at home in the past 12 months (n=519)

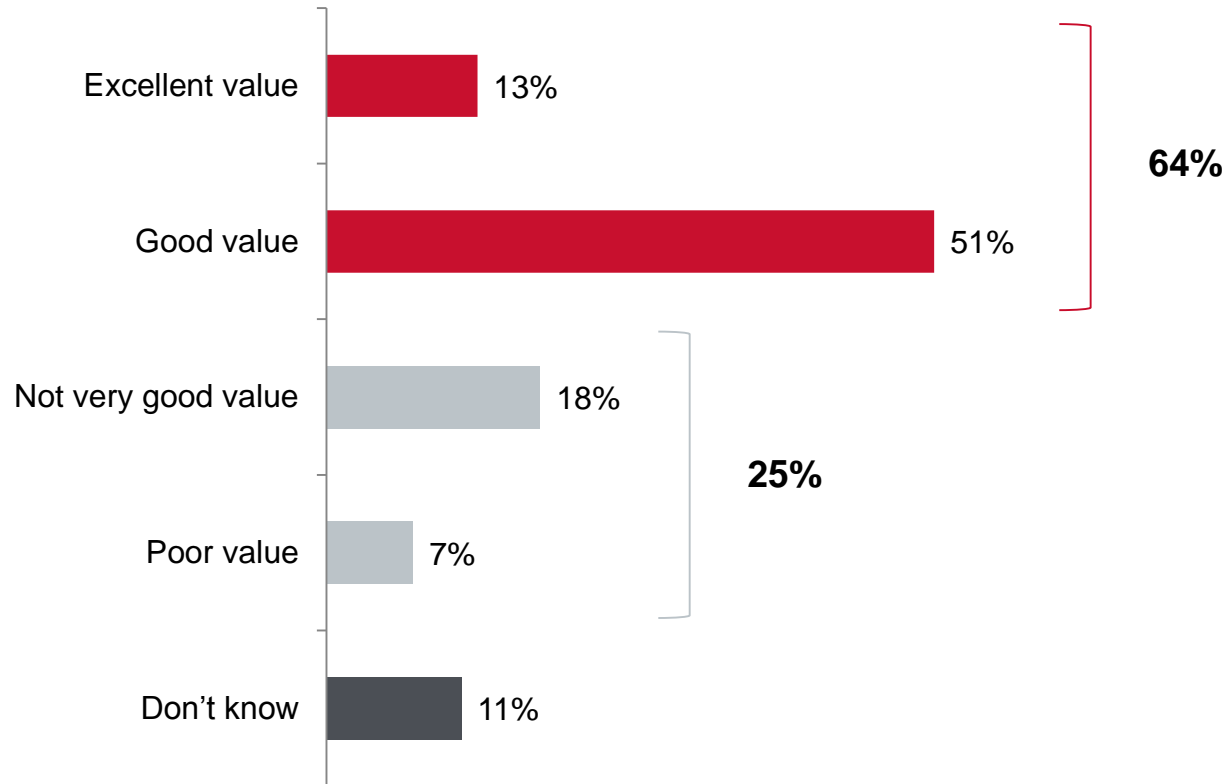
Level of Satisfaction with Aspects of Water Services



Q6. How satisfied or dissatisfied are you with each of the following?

Base: Respondents who are, or someone in their household is, responsible for paying the water bill and answered the question (n=739 to 742)

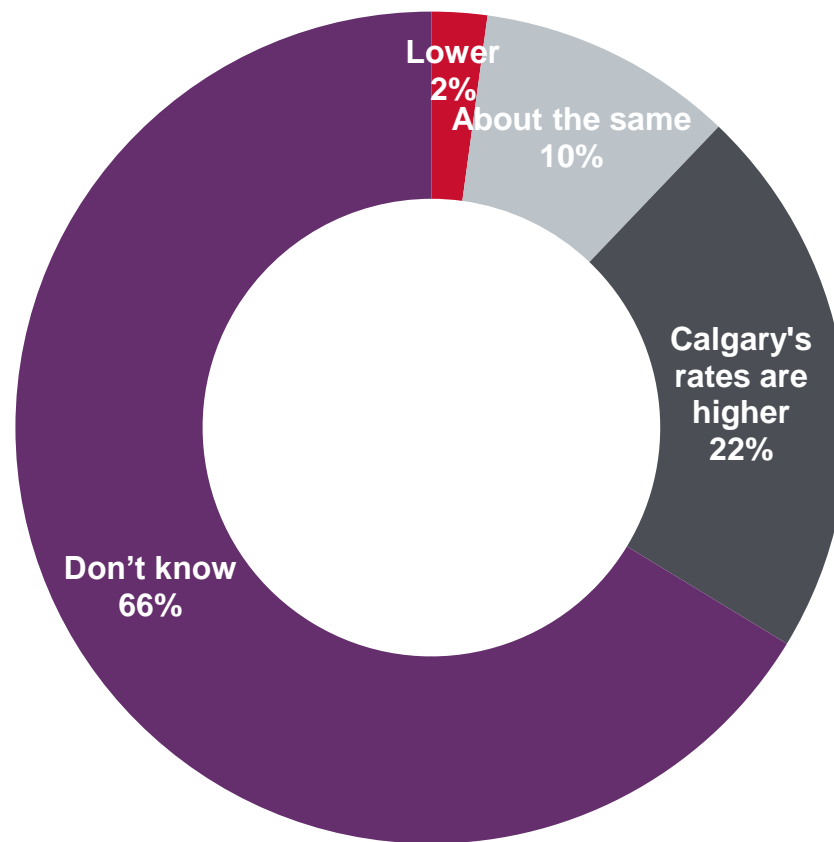
Value Received for the Price Paid for Household Water Service



Q7. Thinking about the household water services you receive, what value do you get for the price you pay for your household water service?

Base: Respondents who are, or someone in their household is, responsible for paying the water bill and answered the question (n=736)

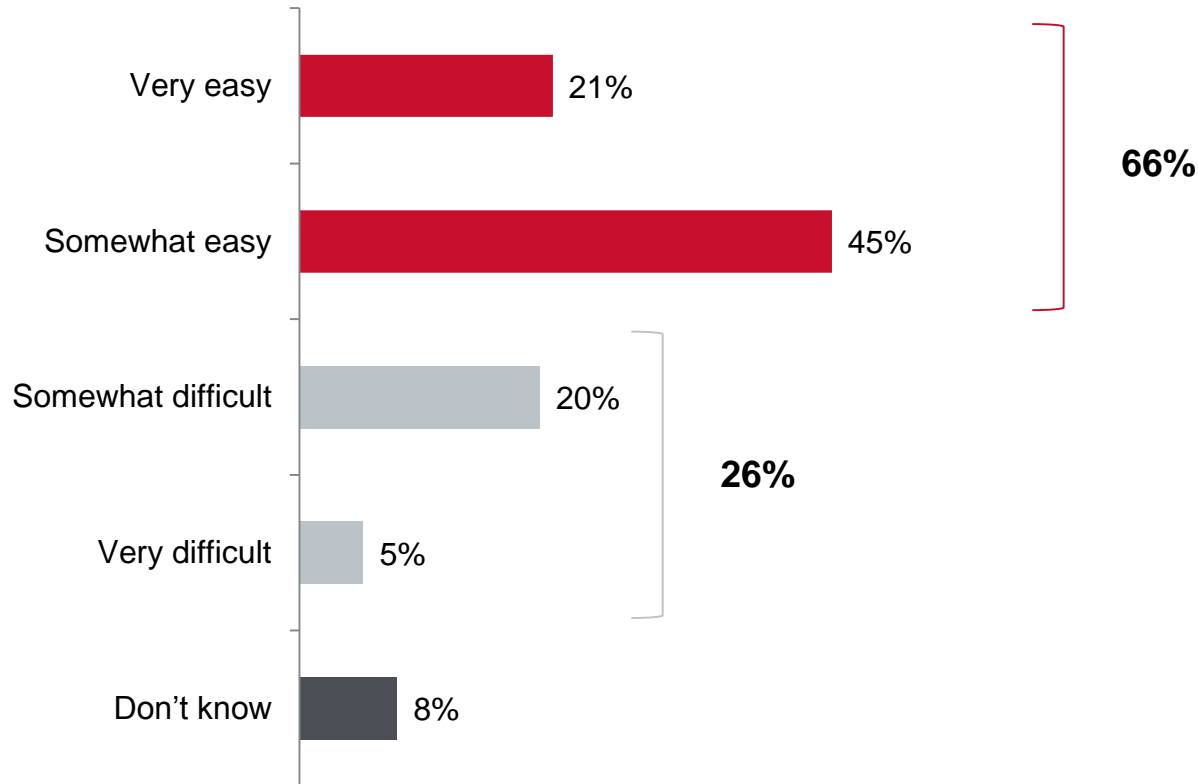
How Calgary's Water Rates Compare to Other Cities in Canada



Q8. How do you feel Calgary's water rates compare to other city rates in Canada

Base: Respondents who are, or someone in their household is, responsible for paying the water bill and answered the question (n=742)

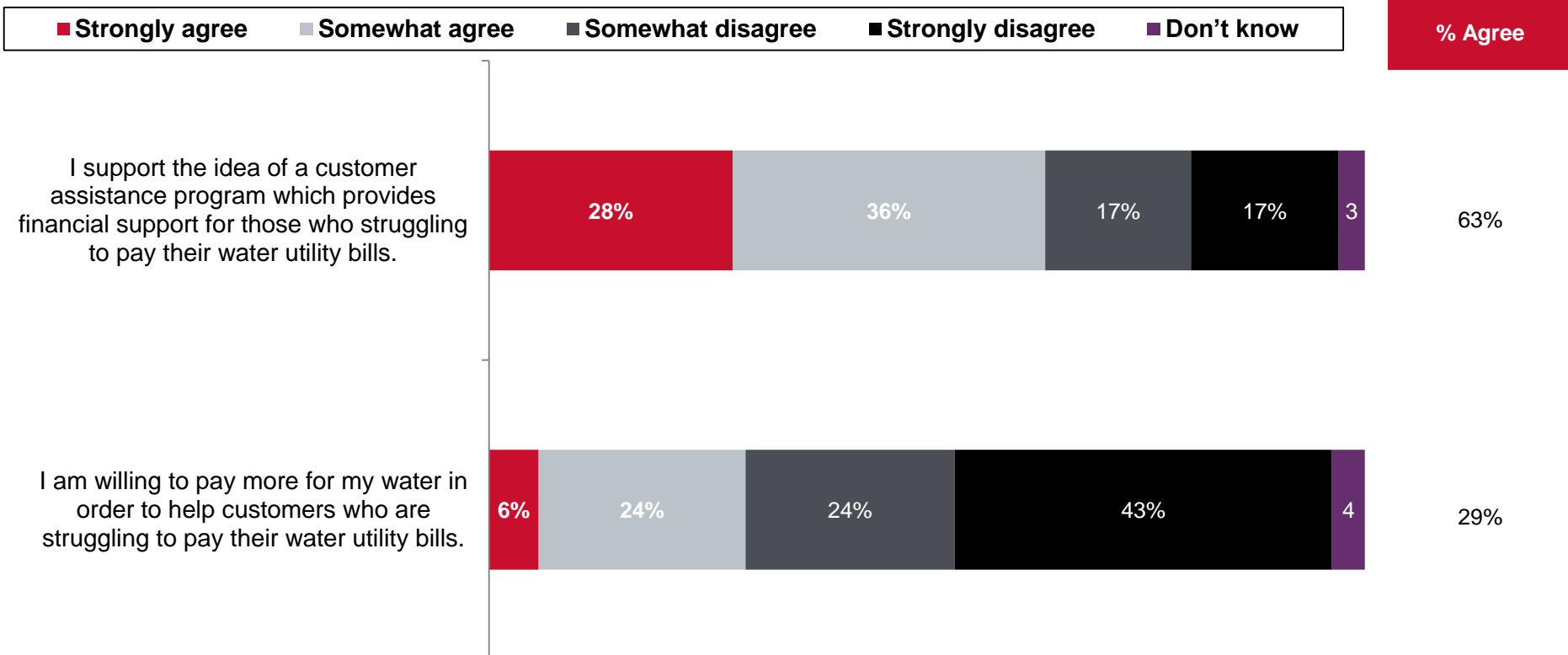
Ease of Understanding Water Bill



Q9. How easy or difficult is it to understand your water bill?

Base: Respondents who are, or someone in their household is, responsible for paying the water bill and answered the question (n=741)

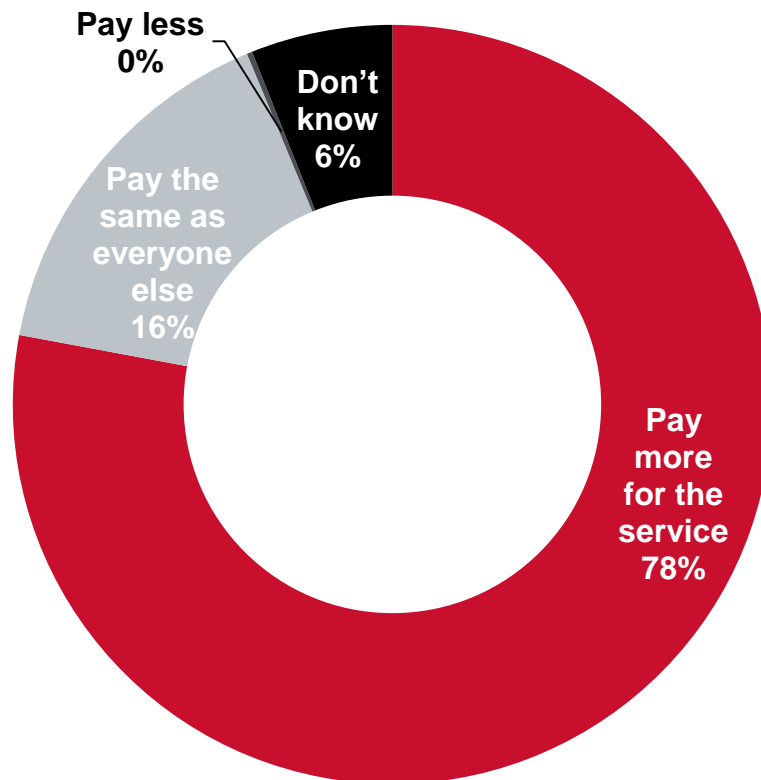
Agreement with Statements about Customer Assistance



Q11. How strongly do you agree or disagree with the following statements?

Base: Respondents who are, or someone in their household is, responsible for paying the water bill and answered the question (n=724 to 726)

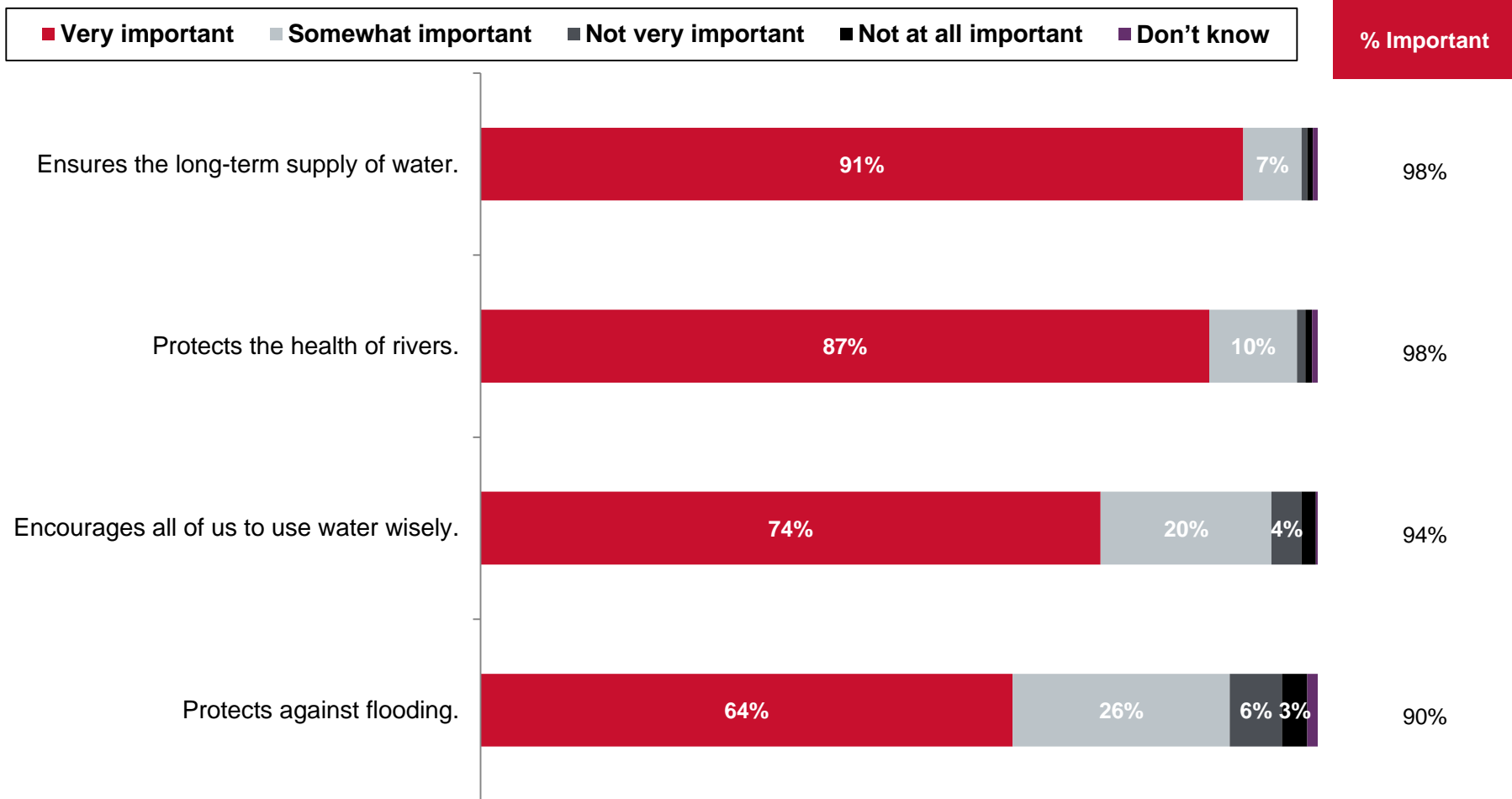
Whether Businesses That Generate ‘Higher Strength’ Wastewater Should Pay...



Q12. Commercial businesses (like restaurants, food processing, and beverage companies) sometimes generate “higher strength” wastewater (which is dirtier than that produced by a typical home). This costs more to treat. Thinking about customers that generate higher strength wastewater that costs more to treat, do you think they should...

Base: Total respondents who answered the question (n=879)

Importance of Actions of Calgary Water Services



Q13. How important is it to you that Calgary Water Services does each of the following?

Base: Total respondents who answered the question (n=886 to 887)



Demographics



Demographic Characteristics

Gender



45%
Male



51%
Female

(Prefer not to answer 3%)

Age



12%
19-34



38%
35-54



50%
55+

Education



6%



73%



21%

Income



<\$60k

21%



\$60–
<\$90k

15%



\$90–
<\$150k

25%

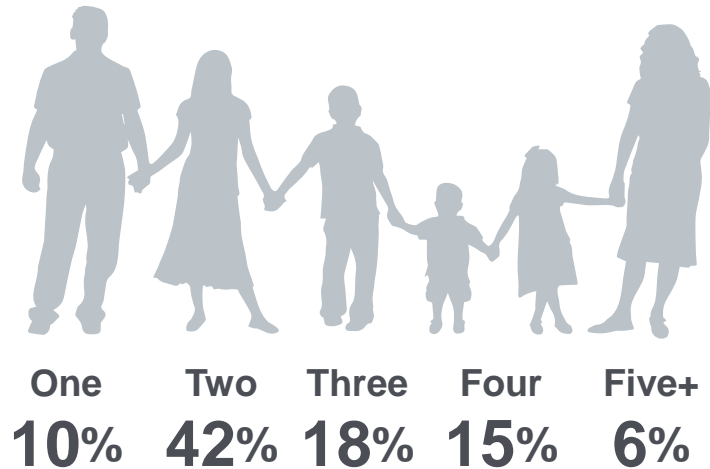


\$150k+

18%

(Prefer not to answer 20%)

Household Size



Own
83%

Rent
13%

Other
2%

Prefer not
to answer
2%



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