



Opinions on Mesa Water District

Highlights of a Survey of District Customers

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Research Goals

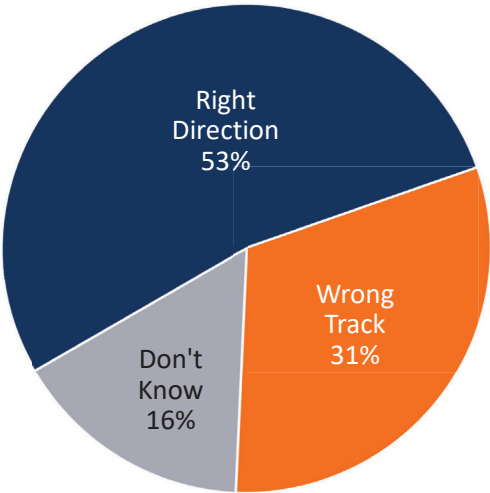
- Keep a pulse on key metrics such as awareness and favorability of the District
- Understand what the District is doing well and where there is room for improvement
- Identify opportunities to communicate more about the District and its services
- Test the impact of providing additional information to customers and if it improves their opinions of the District

Survey Methodology

Dates	September 16 – October 6, 2025
Research Population	Mesa Water District Residential Customers
Total Interviews	609
Margin of Sampling Error	(Full Sample) ±4.0% at the 95% Confidence Level
Contact Methods	 Telephone Calls  Email Invitations  Text Invitations
Data Collection Modes	 Telephone Interviews  Online Interviews
Languages	English and Spanish
Tracking	<u>Resident</u> Survey Conducted September 2024

A majority of customers think things in their city are headed in the right direction.

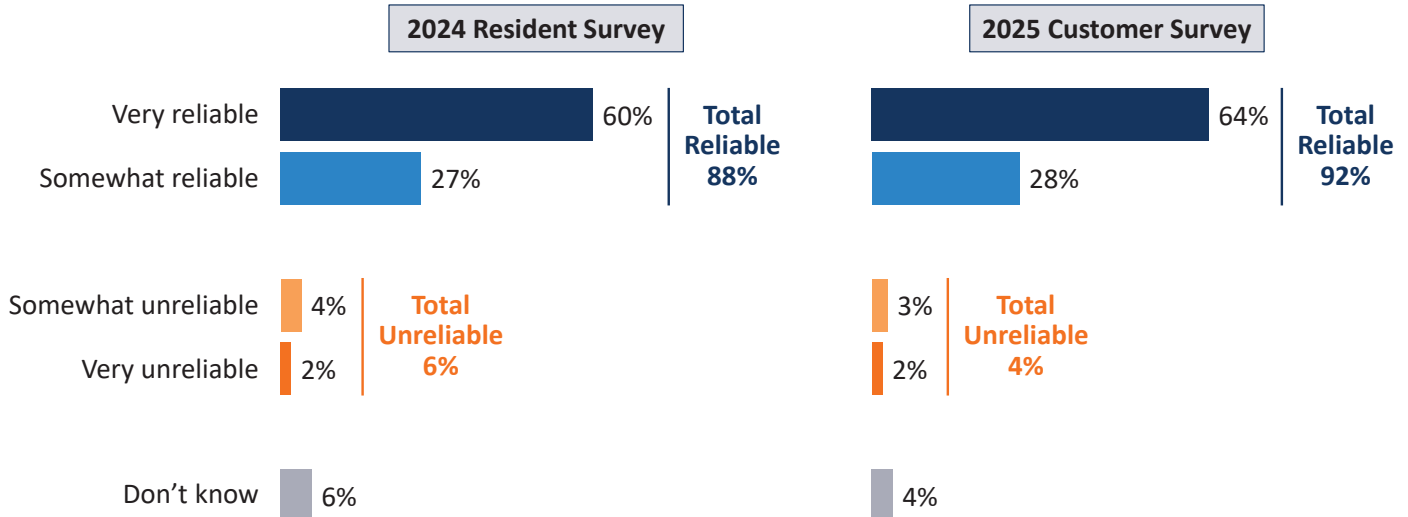
Would you say things in the city you live in are headed in the right direction, or do you feel they are off on the wrong track?



Over nine-in-ten customers continues to think their area will have a reliable water supply over the next five years.

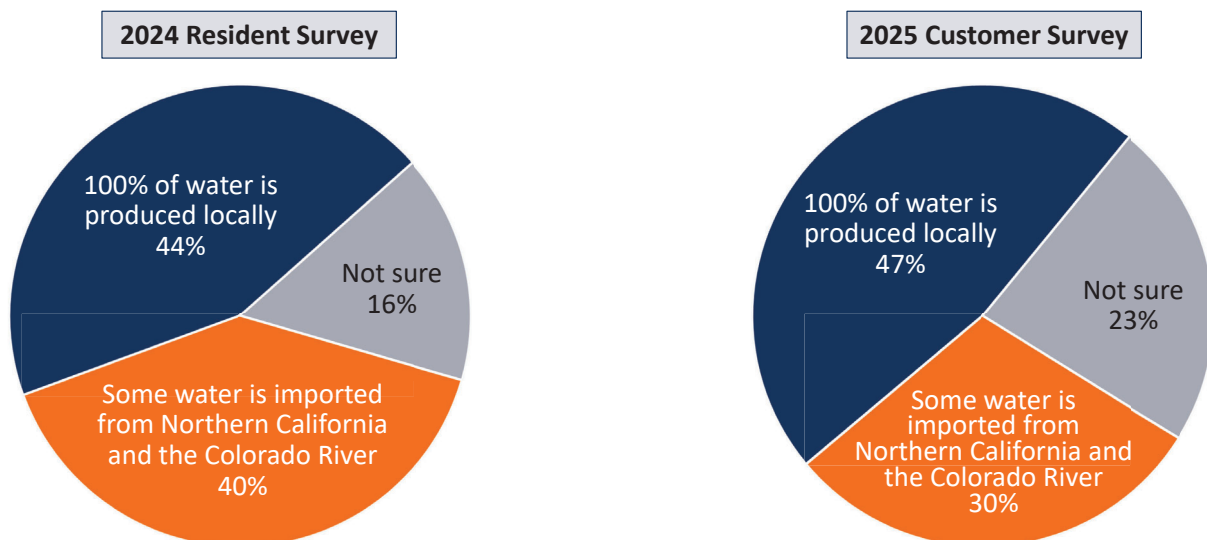
A reliable water supply is one that can be depended upon to consistently provide enough water to meet a region's needs.

How reliable do you think your household's water supply is going to be over the next five years?



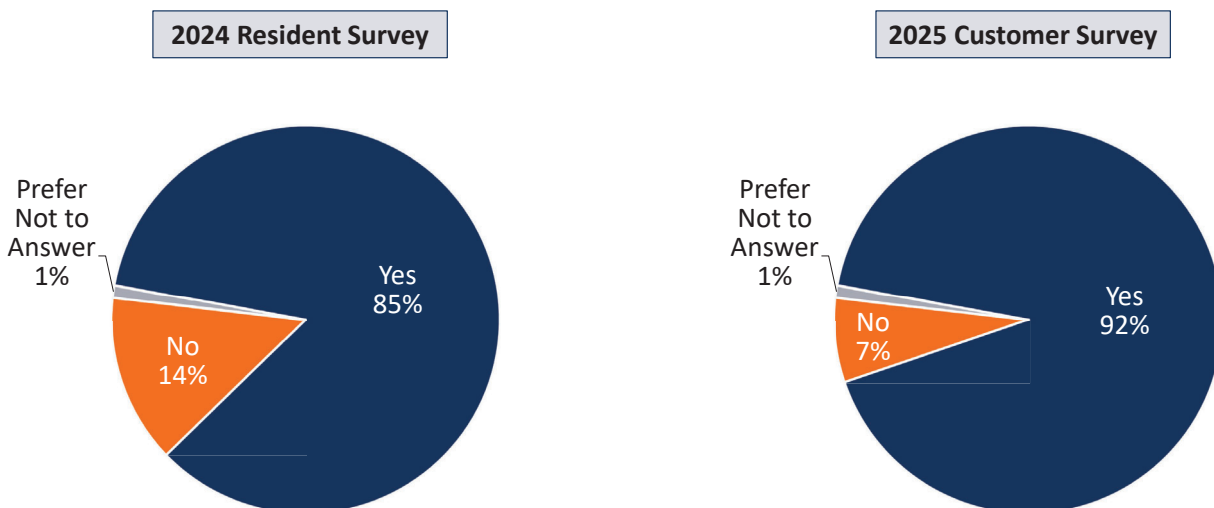
A little less than half of customers are aware that 100% of their water is local, which is fairly similar to the 2024 customer survey.

Thinking of the water your household receives, which of the following statements do you think is accurate?



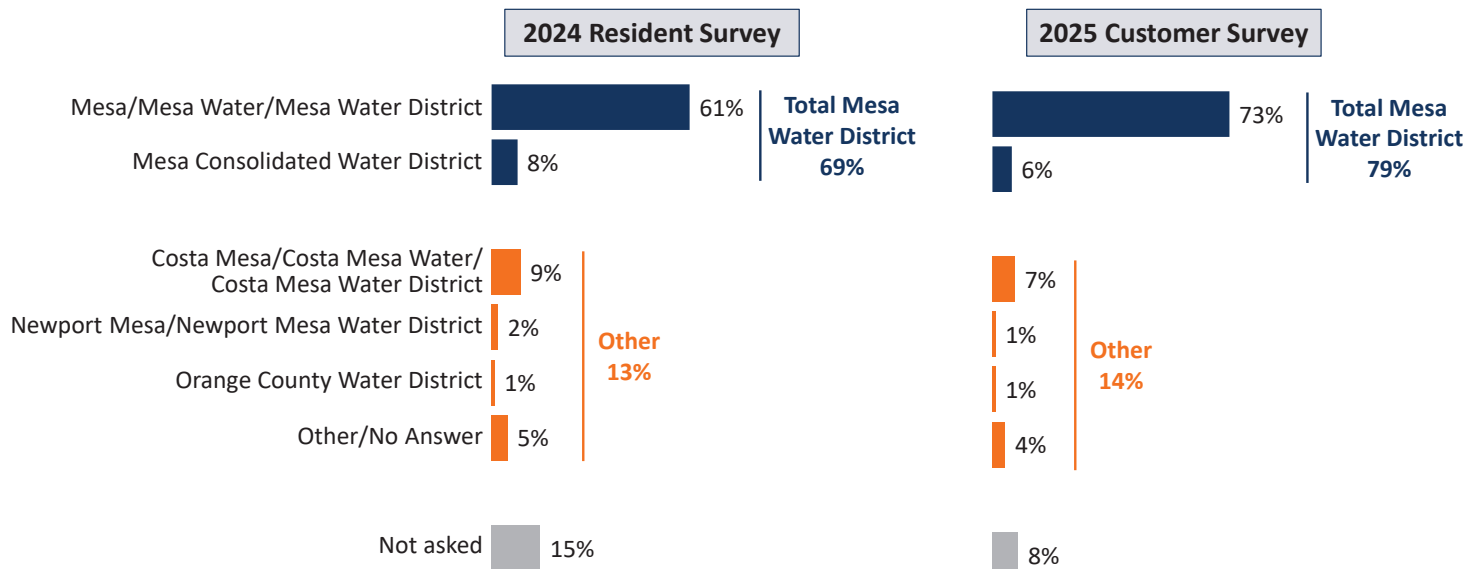
More than 9-in-10 customers think they know their water agency, an increase from the 2024 resident survey.

Do you happen to know which agency is responsible for providing water services to your home?



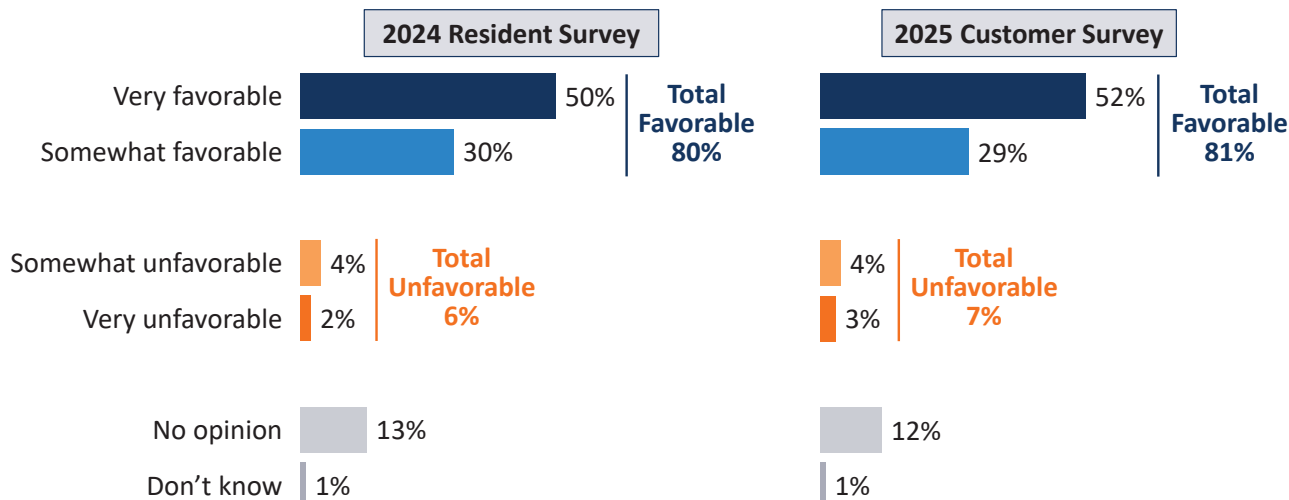
About eight-in-ten customers correctly identify Mesa Water District as their water provider without assistance, an increase from the prior survey.

What is the name of the agency? (Asked of Customers Who Know Their Water Agency)



Eight-in-ten customers have a favorable opinion of Mesa Water District, with similar numbers to the 2024 resident survey.

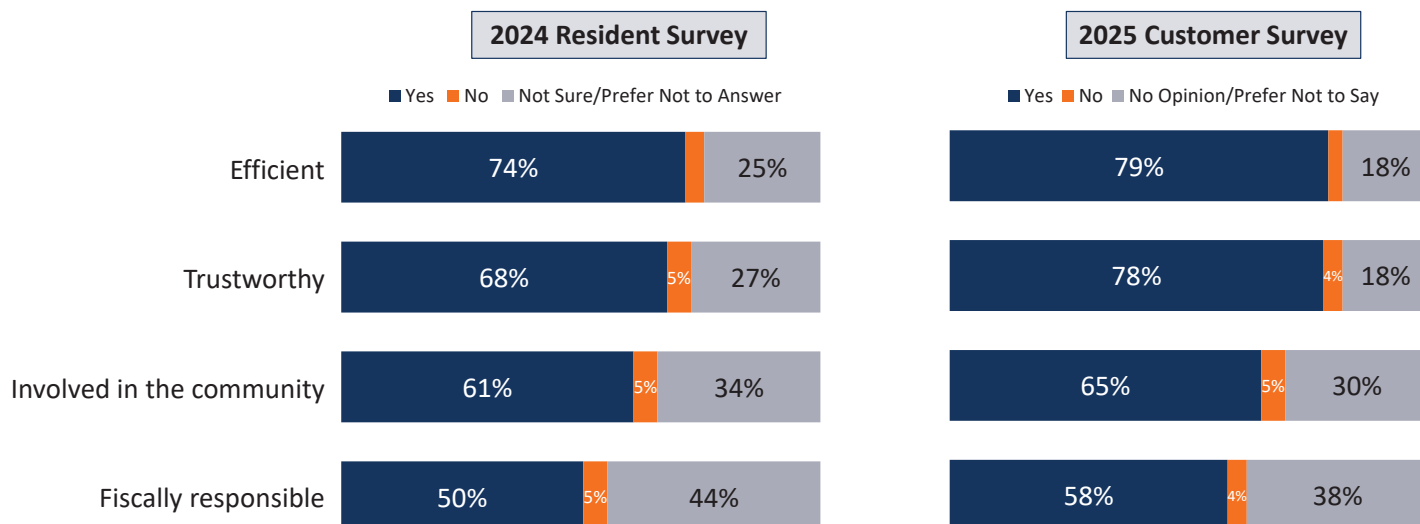
*Mesa Water District is the independent public agency responsible for providing water services to your household.
In general, do you have a very favorable or unfavorable opinion of Mesa Water District or do you not have an opinion either way?*



Compared to last year, customers give even more positive reviews of the District for being efficient, trustworthy, involved in the community and fiscally responsible.

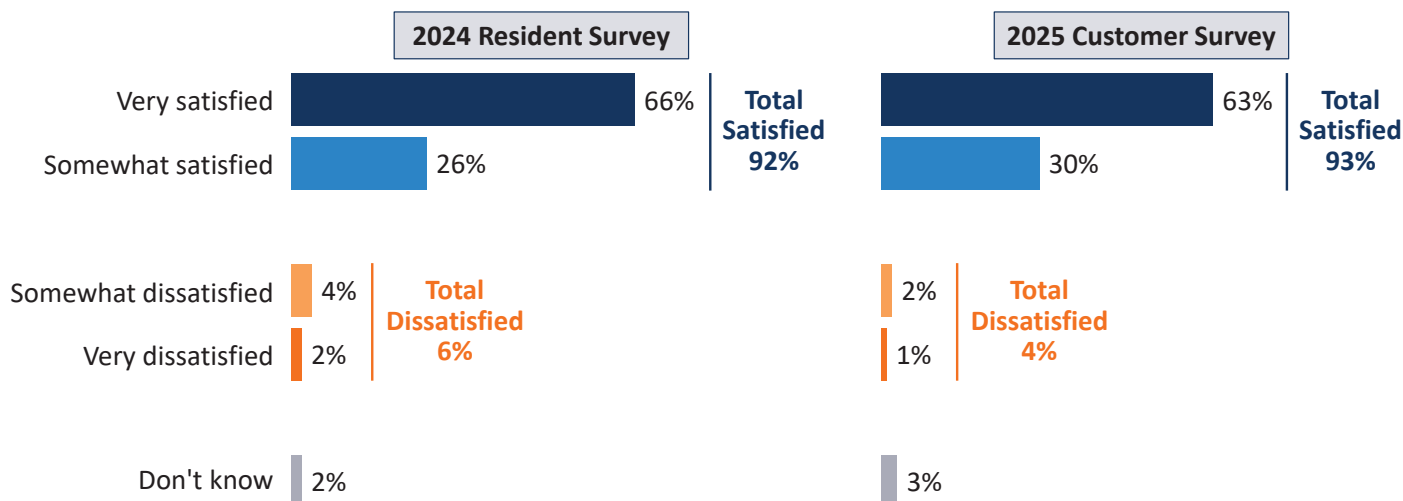
*Please indicate whether — in your opinion — the word or phrase accurately describes Mesa Water District.
'Yes' means you think the phrase does accurately describe Mesa Water District. 'No' means it does not.*

(Ranked by 2025 Yes)



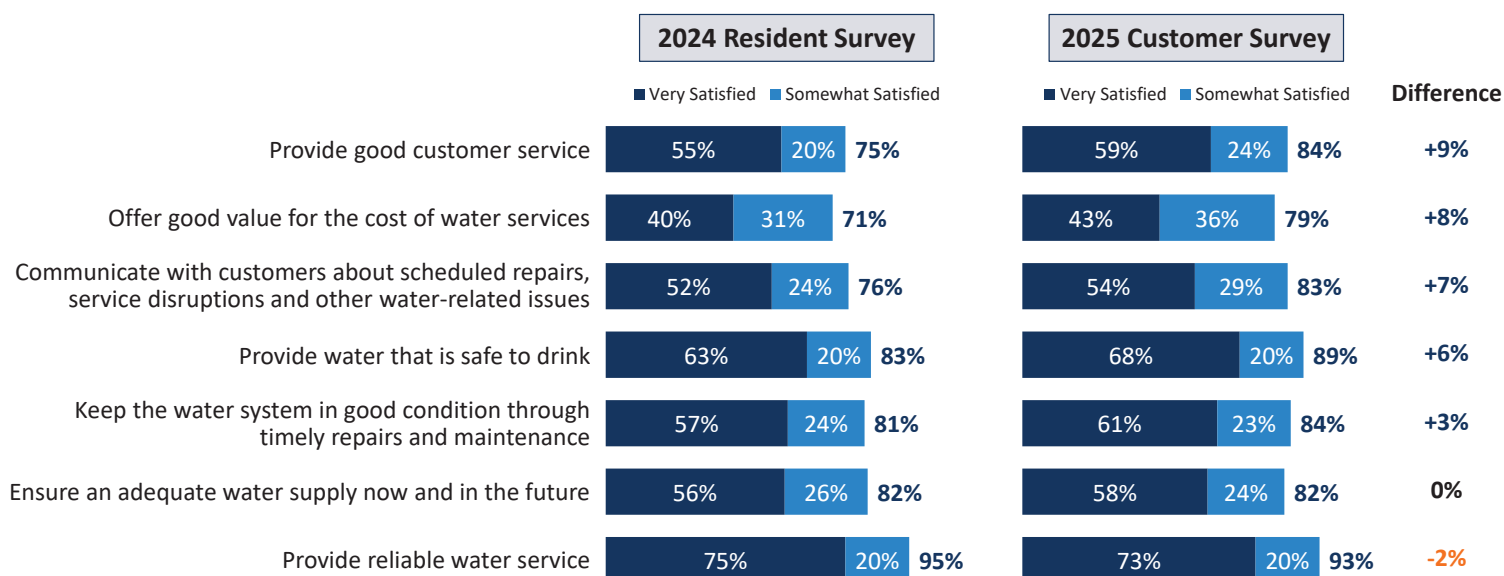
More than nine-in-ten continue to be satisfied with the job Mesa Water District is doing to provide water services to them.

Generally speaking, are you very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied with the job Mesa Water District is doing to provide water services to your household



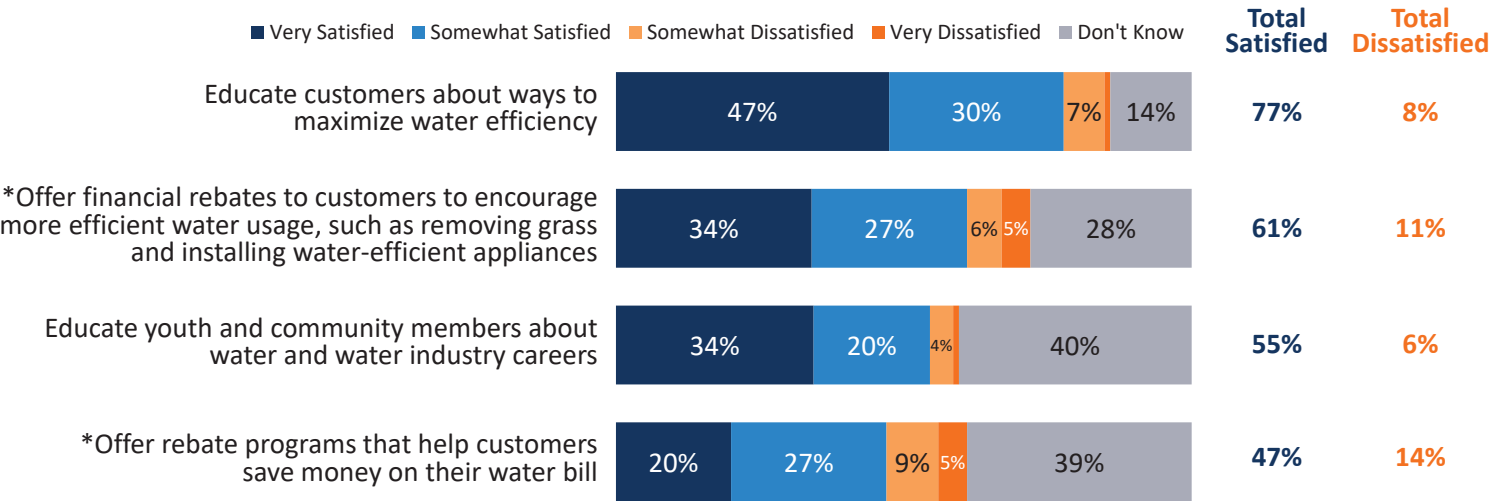
Compared to the 2024 resident survey, satisfaction ratings are higher for customer service, value, communication about service issues and water safety.

(Ranked by Difference)



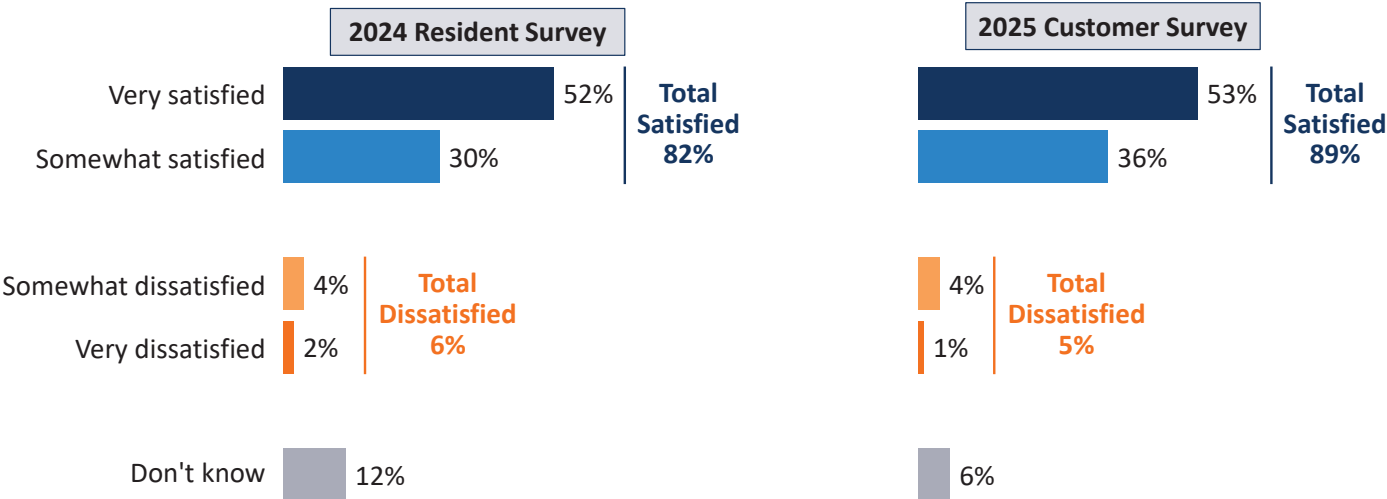
The survey also included four new items; of these, customers were most satisfied with efforts to educate them on water efficiency.

Here is a list of specific services provided by Mesa Water District. Please indicate whether you are satisfied or dissatisfied with the District's efforts to provide that service.
(Ranked by Total Satisfied)



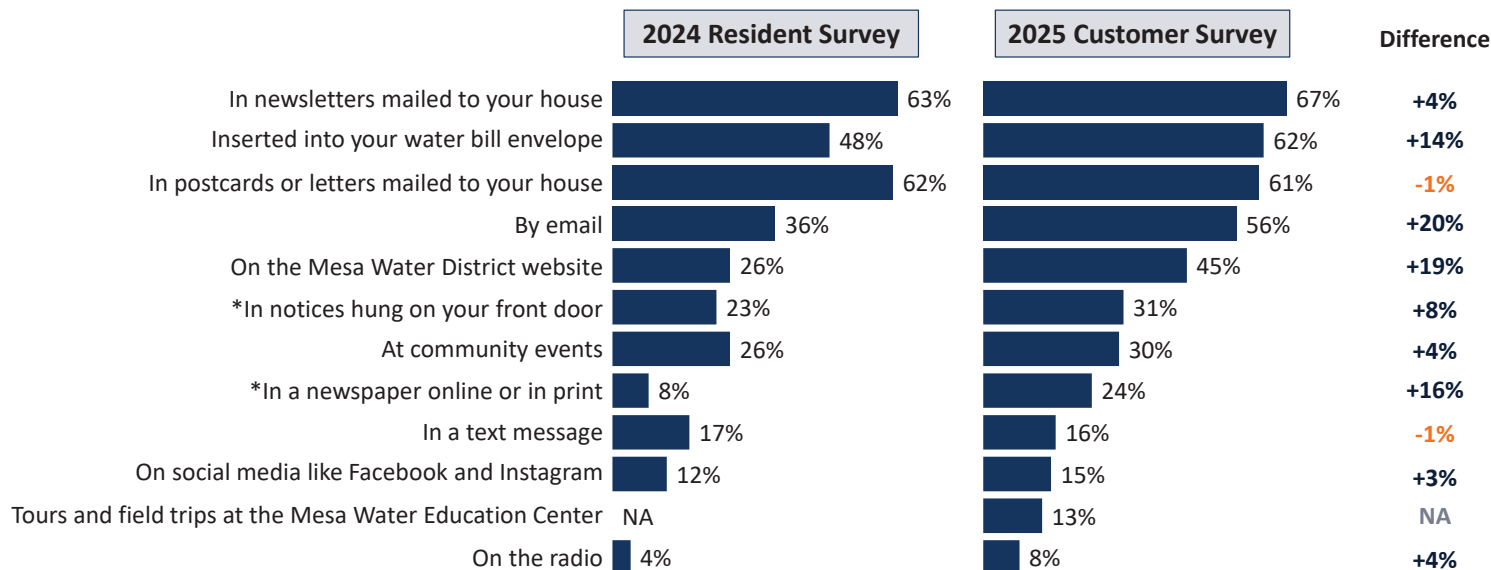
Close to nine-in-ten customers are satisfied with the District's communications overall.

In general, are you satisfied or dissatisfied with the District's efforts to communicate with customers through direct mail, newsletters, social media, and other means?



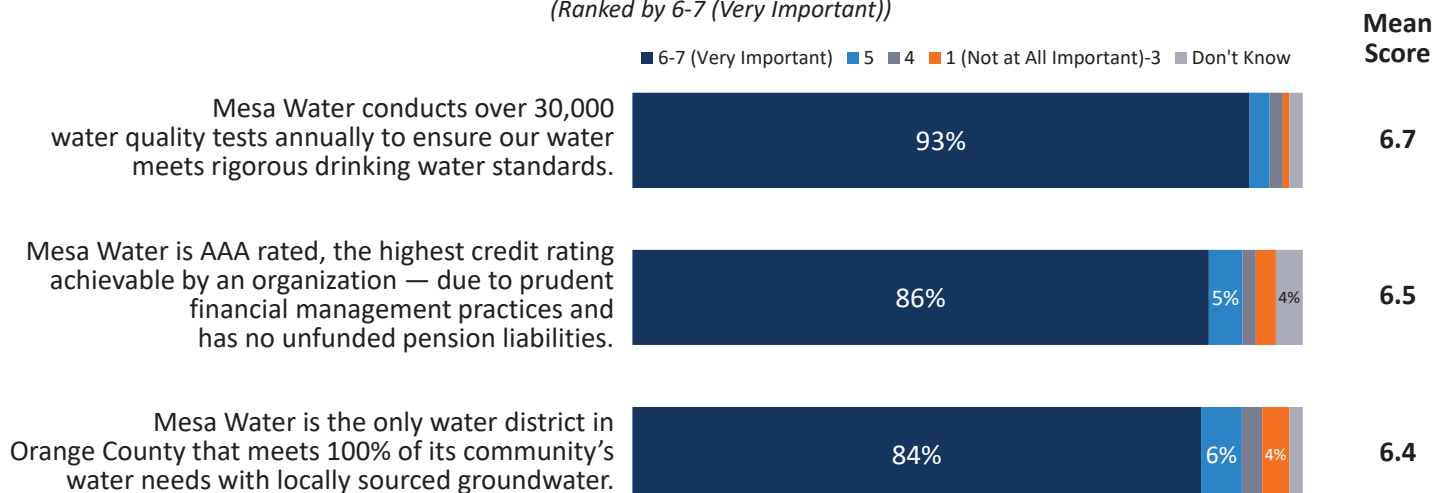
Customers are most likely to have received information from the District in the mail: via newsletters, water bill inserts and postcards/letters.

In the past year, have you seen or heard any news, information, or advertising from Mesa Water in the following ways?
(Ranked by 2025 Yes)



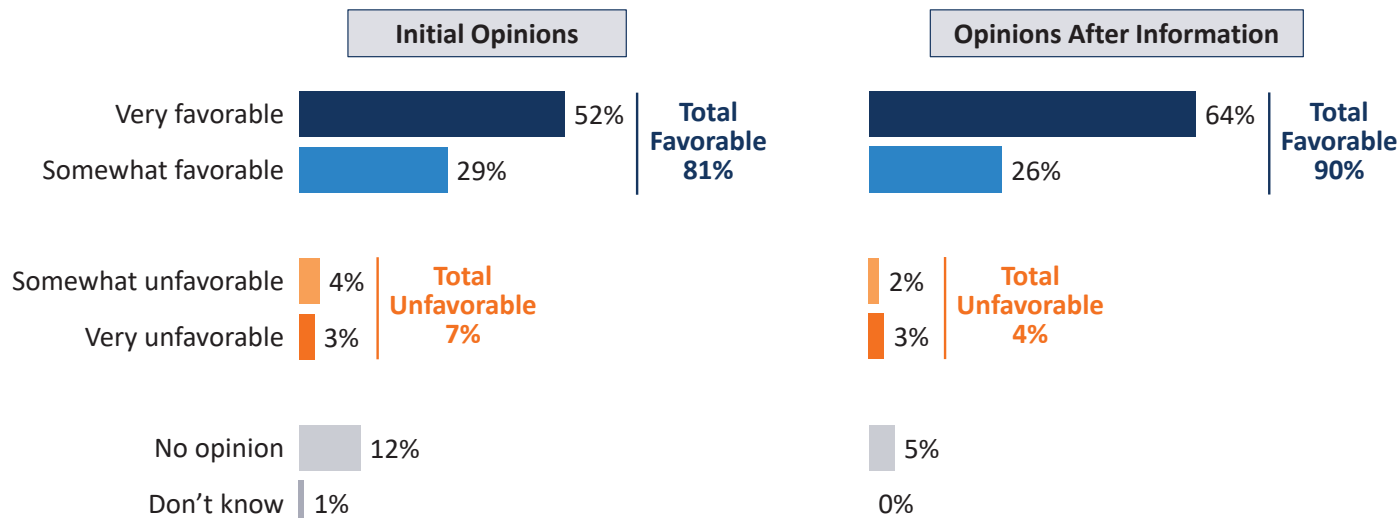
It is extremely important to customers that the District conducts over 30,000 water quality tests annually, as well as that water is all local and the District has a solid financial track record.

Here is some information about Mesa Water District. Please rate how important it is to you on a scale of 1-7, where 1 means it is not at all important to you and 7 means it is very important to you. You may use any number from 1 to 7.
(Ranked by 6-7 (Very Important))



The District's already-high favorability rating increases even further and gets more intense when customers learn more.

Now that you have thought and learned more about Mesa Water District, in general, do you have a favorable or unfavorable opinion of Mesa Water District — or do you not have an opinion either way?



Conclusions

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- Customers are very aware of the District as their water service provider without assistance from the survey content or survey invitation.
- Nine-in-ten customers perceive that their area has a reliable water supply over the next five years.
- About half of customers are aware that 100% of their water is provided from local services.
- Mesa Water District customers have extremely positive opinions about the District and its services both generally and on a variety of specific measures.
- The District is clearly seen as efficient and trustworthy, and customers give very strong ratings for the District's provision of clean, safe water, maintenance of water lines, and providing good value and customer service.

Conclusions

- There is less awareness and greater uncertainty about the District's fiscal management, efforts to offer rebates for water efficiency and educate youth and community members about water and water industry careers.
- Educating customers about the amount of water quality testing the District does, its financial management, and the sources of water help to increase favorability of the District to an extremely high point of 90%.
- Customers are most likely to have received information from the District in the mail: via newsletters, water bill inserts and postcards/letters.



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