

*2012 Customer  
Satisfaction and Strategic  
Planning Survey*

**Final Report**

*Submitted to*

*The Oakland County Water  
Resources Commissioner's Office*



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# Contents

Executive Summary .....Section 1

Charts and Graphs .....Section 2

Cross-tabular Data by:  
Age of Respondent & Gender of Respondent .....Section 3

Cross-tabular Data by:  
Years Lived in Oakland Township .....Section 4

Cross-tabular Data by:  
Total Annual Household Income .....Section 5

Tabular Data.....Section 6

Survey Instrument .....Section 7

Cross-tabular Data by:  
WSSN ..... Appendix A

*Section 1:*  
*Executive Summary*

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# *Customer Satisfaction and Strategic Planning Survey for the Oakland County Water Resources Commissioner's Office*

## **Executive Summary Report**

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### **Overview of the Methodology**

Leisure Vision/ETC Institute conducted a Customer Satisfaction and Strategic Planning Survey for the Oakland County Water Resources Commissioner's Office during February and March of 2012. The purpose of the survey was to identify and respond to residents' concerns regarding drinking water issues in Oakland Township. The survey was designed to obtain statistically valid results from households throughout Oakland Township. The survey was administered by mail only.

Leisure Vision/ETC Institute worked extensively with Oakland Township Water Resources Commissioner's Office and Township officials in the development of the survey questionnaire. This work allowed the survey to be tailored to issues of strategic importance to effectively plan the future system.

In February 2012, a four-page survey was mailed to all 2,664 drinking water customer households serviced by Oakland County Water Resources Commissioner's Office. Approximately three days after the surveys were mailed each household that received a survey also received an automated voice message encouraging them to complete the survey.

The goal was to obtain a total of at least 500 completed surveys from Oakland Township households. This goal was far exceeded, with a total of 768 surveys having been completed. The results of the random sample of 768 households have a 95% level of confidence with a precision of at least +/-3.6%.

The following pages summarize major survey findings.

## **Major Survey Findings:**

- **Satisfaction with Features of Drinking Water.** There are three features of drinking water in Oakland County that at least 55% of respondents indicated being very satisfied or satisfied with: information regarding disruption of services (76%), water pressure for drinking water (63%), and information about quality/safety of drinking water (56%).
- **Most Important Features Impacting Drinking Water Quality.** Based on the sum of their top two choices, the features impacting drinking water quality that respondents indicated are most important were: taste of drinking water (81%) and color of drinking water (42%). Information regarding disruption of services (2%) was the feature impacting drinking water quality that the least amount of respondents indicated was most important.
- **Satisfaction with Overall Quality of Drinking Water.** Forty-four percent (44%) of respondents indicated being either very satisfied (13%) or satisfied (31%) with the overall quality of their drinking water. Thirty-six percent (36%) of respondents indicated being either very dissatisfied (13%) or dissatisfied (23%). Additionally, 18% indicated neutral and 2% indicated don't know.
- **Quality of Drinking Water Compared to 5 Years Ago.** Fifty-six percent (56%) of respondents indicated they feel that the quality of drinking water TODAY is the same as it was 5 years ago. Twelve percent (12%) think that the quality is either much better (2%) or better (10%) than the quality was 5 years ago. Additionally, 13% think that the quality is either much worse (4%) or worse (9%) and the remaining 19% indicated "don't know".
- **Additional Money Respondent Would Spend Per Month For More Aesthetically Pleasing Water Supply.** In addition to the money spent for water in-home treatment and bottled water, respondents indicated they would be willing to spend the following per month for a more aesthetically pleasing water supply:
  - \$5 or less (58%)
  - \$6-\$10 (12%)
  - \$11-\$15 (3%)
  - \$16-\$20 (8%)
  - \$21-\$30 (10%)
  - \$31 or more (9%)

- **Most Important Reasons to Change Treatment of Current Source or Supply of Drinking Water.** The most frequently mentioned reasons that respondents indicated were the most important reasons for them to change the treatment of their current source or the supply of their drinking water were: the taste of the water were better (59%), fees for new/treated supply were same as current (43%), and the color of the water were better (37%).

### **Additional Findings:**

- Ninety-six percent (96%) of respondents indicated that their household has water softener equipment.
- Forty-eight percent (48%) of respondents indicated that their household has an iron removal system.
- Fifty-five percent (55%) of respondents indicated that they or members of their household drink bottled water at their residence because of concerns regarding the quality of their drinking water.
- Eighty-one percent (81%) of respondents indicated that they and members of their household drink bottled water at their residence daily. Only 1% indicated drinking bottled water at their residence less than a few times per month.
- Fifty-five percent (55%) of respondents indicated their household spends at least \$26-\$50 per month for their in-home water treatment equipment and bottled drinking water. Additionally, 39% of respondents indicated their household members spend \$1-\$25 per month and only 6% indicated their household members spend nothing per month.
- Sixty-five percent (65%) of respondents indicated “a centralized ground water iron removal and softening treatment facility” as the option for the supply of drinking water that they would consider at their residence.
- Based on the sum of their top two choices, the supplies of drinking water respondents most prefer using at their residence are “a centralized iron removal/softening treatment facility” (66%).

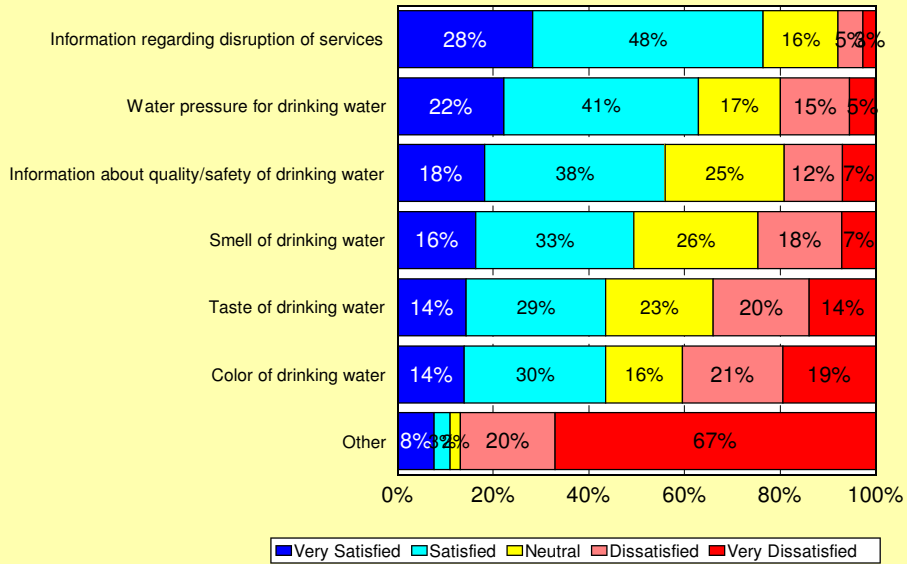
*Section 2:*  
*Charts and Graphs*

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## Q1. Satisfaction with Various Features of Drinking Water in Oakland County

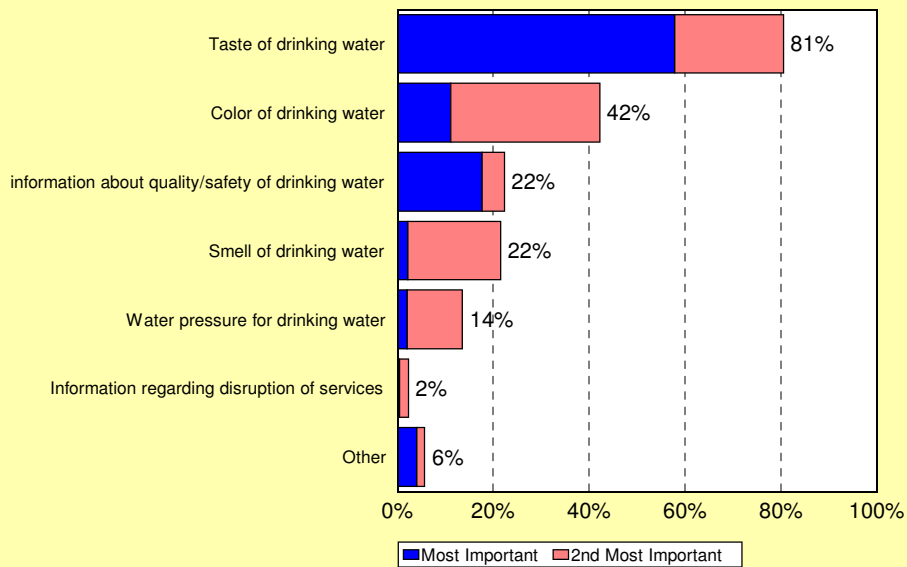
by percentage of respondents



Source: Leisure Vision/ETC Institute (March 2012)

## Q2. Which TWO Features Impacting Drinking Water Quality are Most Important to Respondent

by percentage of respondents who selected the item as one of their top two choices

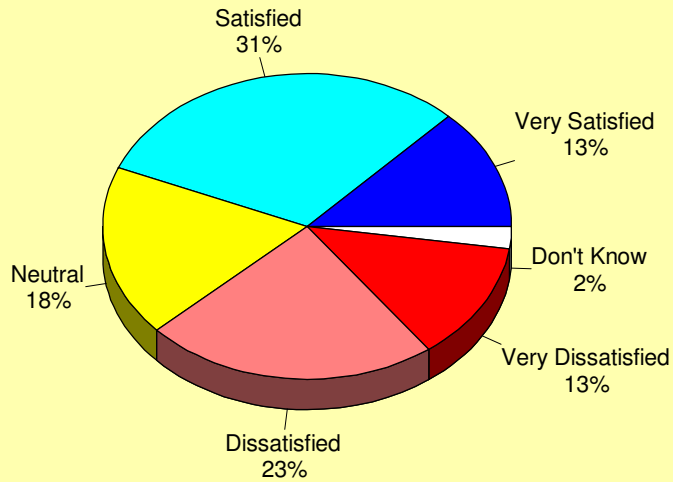


Source: Leisure Vision/ETC Institute (March 2012)



### Q3. How Satisfied Are You With the Overall Quality of Your Drinking Water?

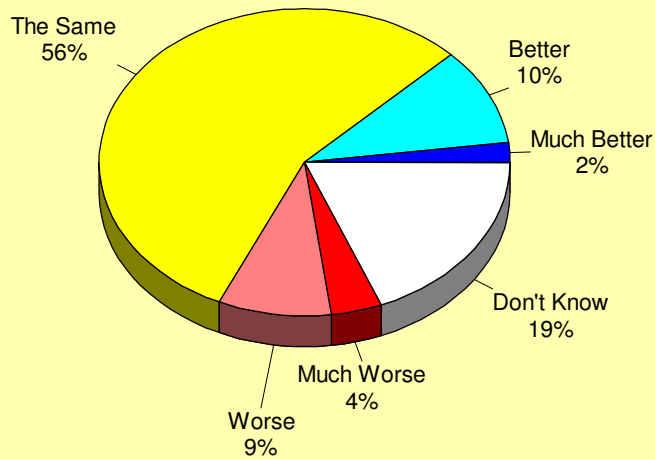
by percentage of respondents



Source: Leisure Vision/ETC Institute (March 2012)

### Q4. Is the Quality of Drinking Water TODAY Much Better, Better, the Same, Worse, or Much Worse Than It Was 5 Years Ago?

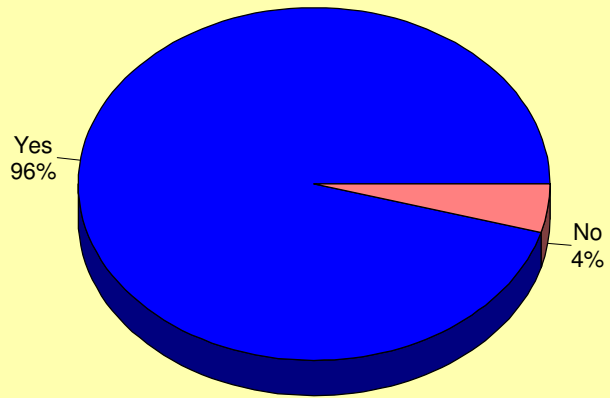
by percentage of respondents



Source: Leisure Vision/ETC Institute (March 2012)

### Q5. Do You Have Water Softener Equipment?

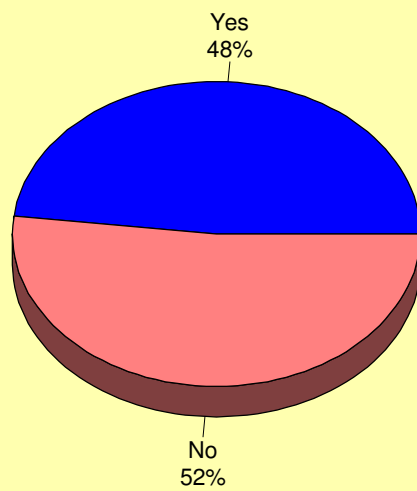
by percentage of respondents



Source: Leisure Vision/ETC Institute (March 2012)

### Q6. Do You Have An Iron Removal System?

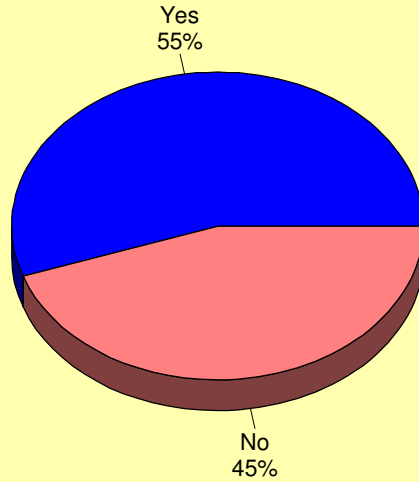
by percentage of respondents



Source: Leisure Vision/ETC Institute (March 2012)

**Q7. Do You or Members of Your Household Drink Bottled Water At Your Residence Because of Concerns Regarding the Quality of Your Drinking Water?**

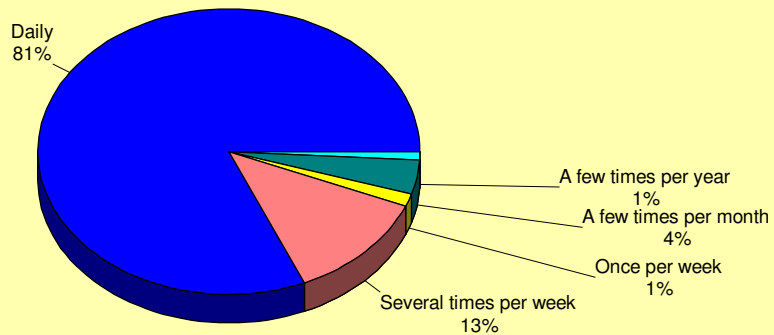
by percentage of respondents



Source: Leisure Vision/ETC Institute (March 2012)

**Q8. Which ONE of the Following BEST Describes How Often You and Members of Your Household Drink Bottled Water At Your Residence?**

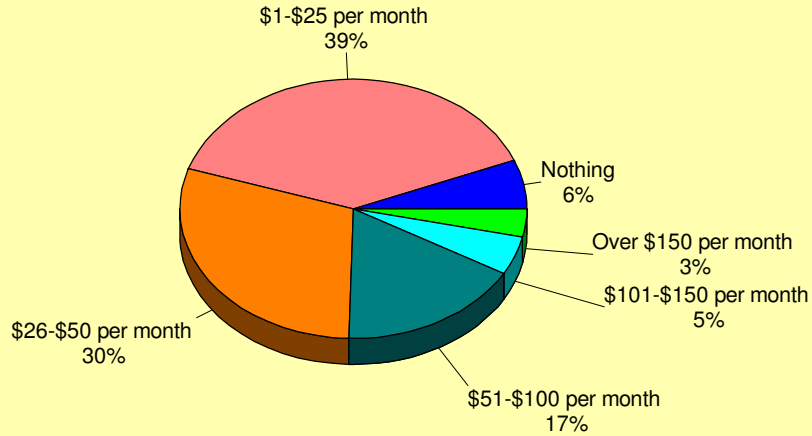
by percentage of respondents



Source: Leisure Vision/ETC Institute (March 2012)

### Q9. Which ONE Option Best Describes How Much Household Members Spend PER MONTH for Their In-Home Water Treatment Equipment and Bottled Drinking Water

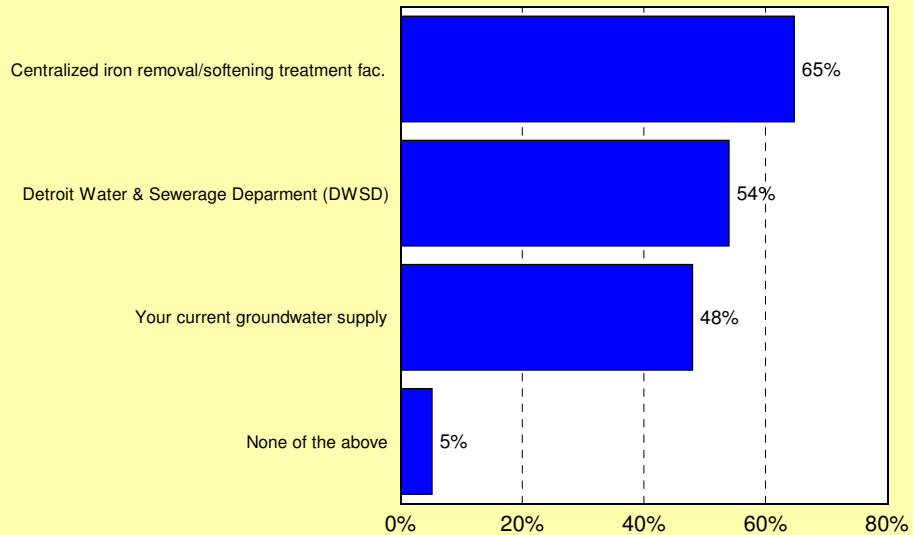
by percentage of respondents



Source: Leisure Vision/ETC Institute (March 2012)

### Q10. Options For the Supply of Drinking Water that Respondents Indicated they Would Consider At Their Residence

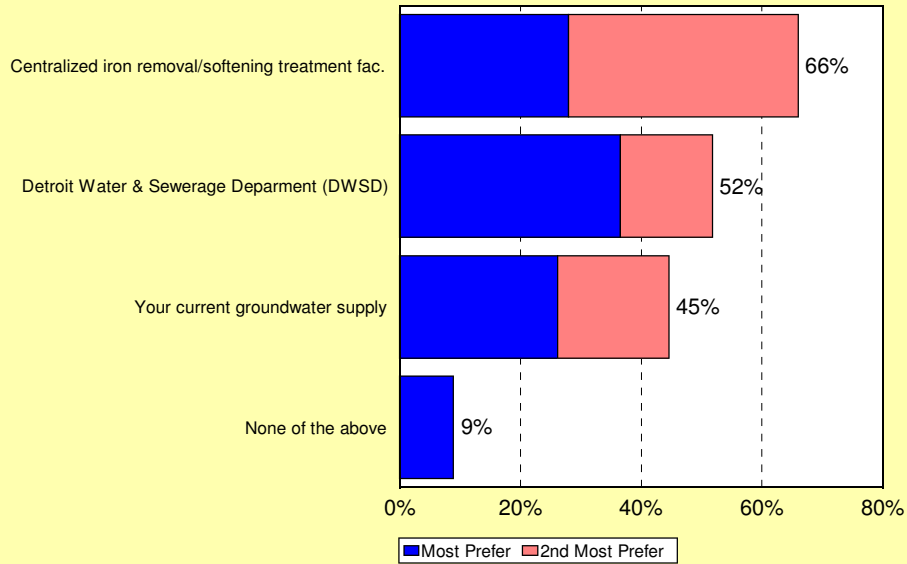
by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (March 2012)

### Q11. Which TWO of the Supplies of Drinking Water Do Respondents Most Prefer Using At Their Residence?

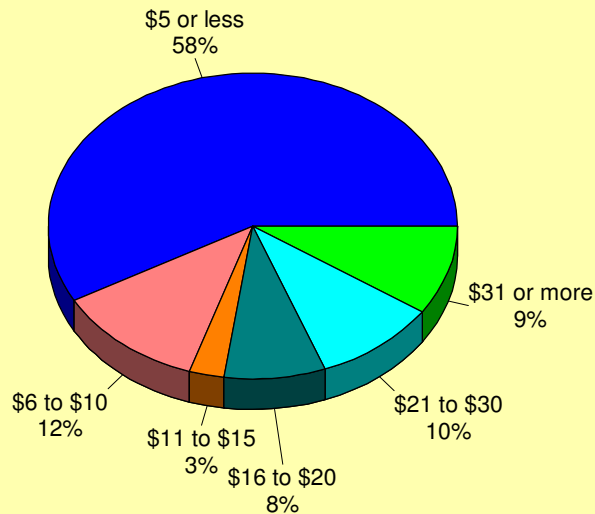
by percentage of respondents who selected the item as one of their top two choices



Source: Leisure Vision/ETC Institute (March 2012)

### Q12. In Addition to the Money You Spend For Water In-Home Treatment and Bottled Water, How Much More Would You Be Willing to Spend Per Month For a More Aesthetically Pleasing Water Supply?

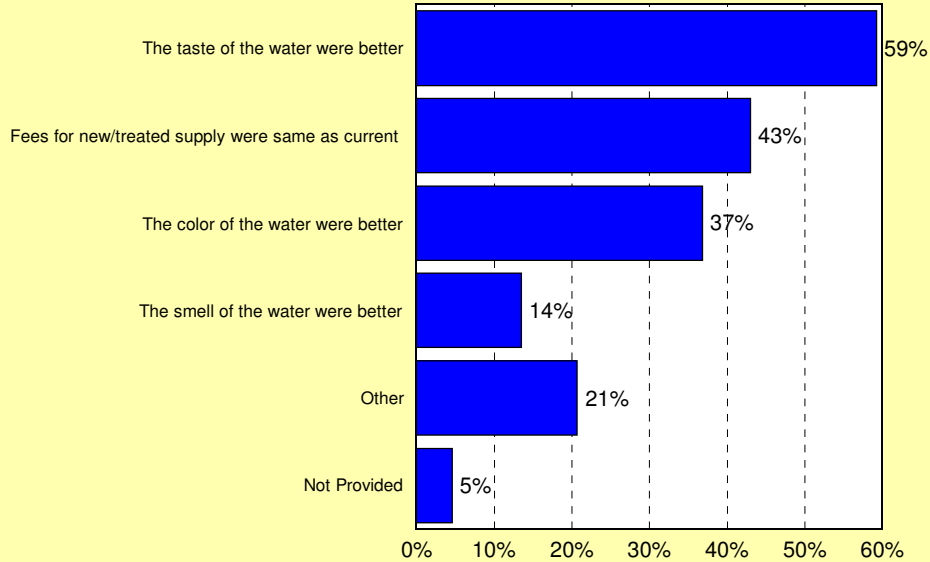
by percentage of respondents



Source: Leisure Vision/ETC Institute (March 2012)

### Q13. TWO Most Important Reasons For Respondents to Change the Treatment of Their Current Source or the Supply of Their Drinking Water

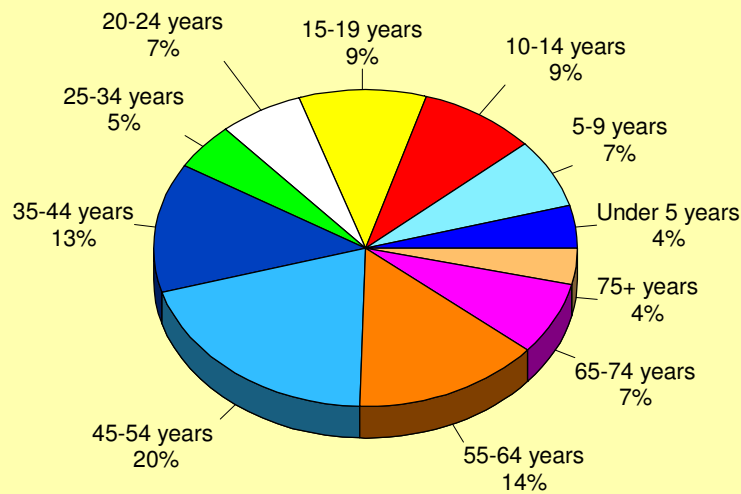
by percentage of respondents who selected the item as one of their top two choices



Source: Leisure Vision/ETC Institute (March 2012)

### Q14. Demographics: Ages of People in Household

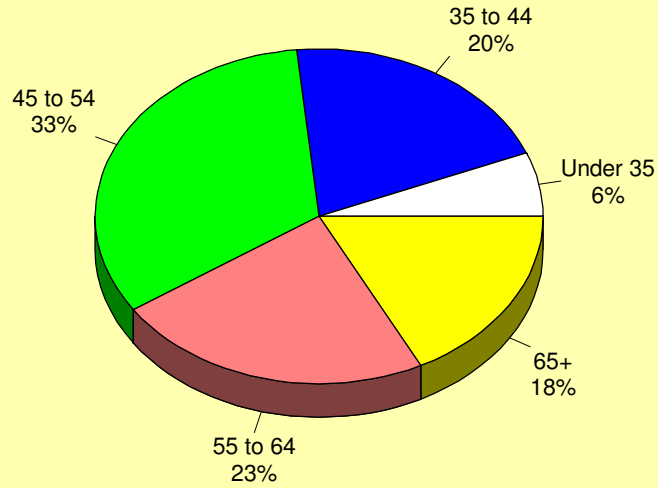
by percentage of household occupants



Source: Leisure Vision/ETC Institute (March 2012)

### Q15. Demographics: Age of Respondents

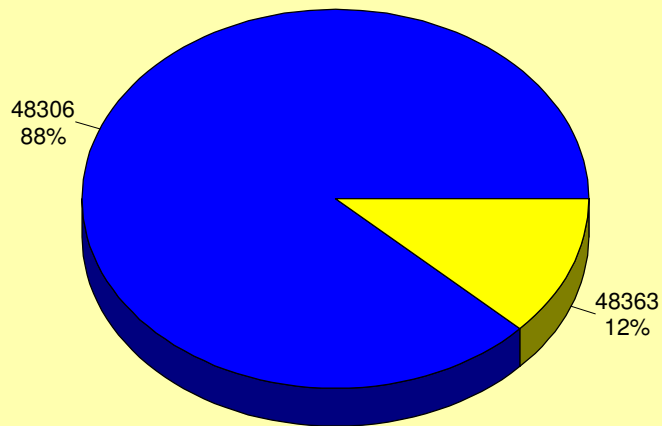
by percentage of respondents



Source: Leisure Vision/ETC Institute (March 2012)

### Q16. Demographics: Zip Code

by percentage of respondents

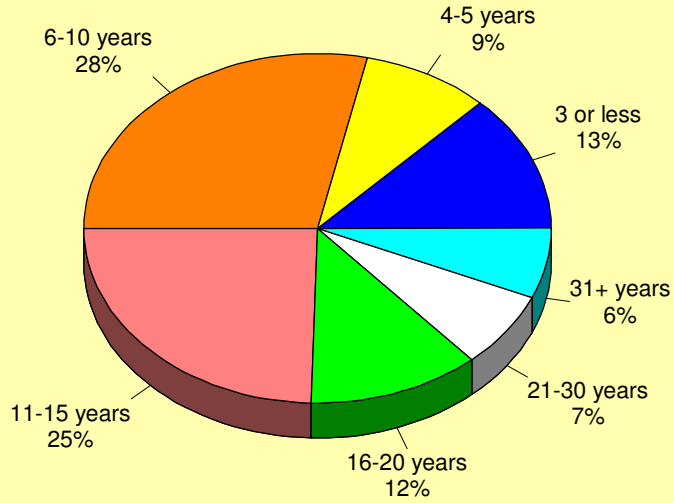


Source: Leisure Vision/ETC Institute (March 2012)



### Q17. Demographics: Amount of Years Lived in Oakland Township

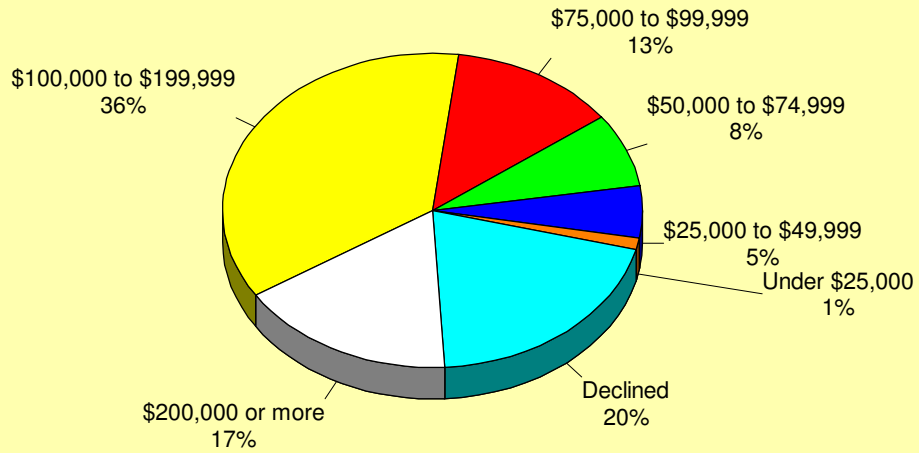
by percentage of respondents



Source: Leisure Vision/ETC Institute (March 2012)

### Q18. Demographics: Household Income

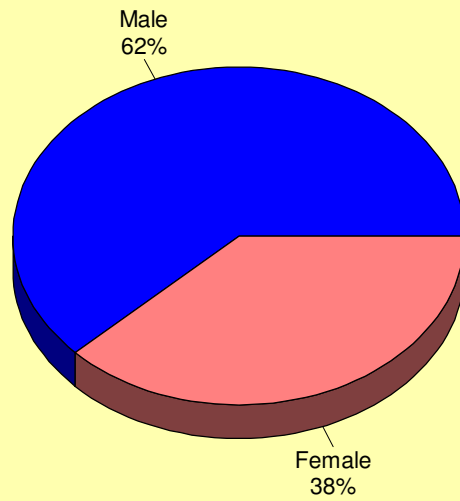
by percentage of respondents



Source: Leisure Vision/ETC Institute (March 2012)

## Q19. Demographics: Gender of Respondent

by percentage of respondents



Source: Leisure Vision/ETC Institute (March 2012)

*Section 3:*  
***Cross-Tabular Data by  
Age of Respondent &  
Gender of Respondent***

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**Q1. Please rate overall satisfaction with each feature of your drinking water: (without "Don't Know")**

N=768

	Q15. What is your age?					Q19. Respondents' Gender		Total
	Under 35 years	35-44 years	45-54 years	55-64 years	65+ years	Male	Female	

Q1a. The taste of your drinking water

Very Satisfied	2.3%	6.0%	15.4%	17.5%	22.3%	15.5%	12.7%	14.4%
Satisfied	22.7%	25.2%	25.7%	28.7%	42.3%	32.0%	24.3%	29.1%
Neutral	20.5%	27.8%	22.0%	23.4%	18.5%	22.7%	22.2%	22.5%
Dissatisfied	29.5%	21.2%	25.3%	17.0%	8.5%	17.2%	25.0%	20.1%
Very Dissatisfied	25.0%	19.9%	11.6%	13.5%	8.5%	12.7%	15.8%	13.9%

Q1b. The color of your drinking water

Very Satisfied	4.4%	6.6%	13.1%	17.4%	23.1%	15.3%	11.8%	14.0%
Satisfied	24.4%	27.6%	27.8%	28.5%	37.7%	30.0%	28.6%	29.5%
Neutral	20.0%	14.5%	17.6%	14.0%	16.9%	14.5%	18.8%	16.1%
Dissatisfied	13.3%	23.7%	23.3%	22.7%	13.8%	20.2%	22.3%	21.0%
Very Dissatisfied	37.8%	27.6%	18.4%	17.4%	8.5%	20.0%	18.5%	19.4%

**Q1. Please rate overall satisfaction with each feature of your drinking water: (without "Don't Know")**

N=768

	Q15. What is your age?					Q19. Respondents' Gender		Total
	Under 35 years	35-44 years	45-54 years	55-64 years	65+ years	Male	Female	

**Q1c. The smell of your drinking water**

Very Satisfied	8.9%	7.9%	16.8%	18.0%	25.6%	17.5%	14.6%	16.4%
Satisfied	31.1%	28.3%	32.4%	34.3%	39.5%	33.8%	31.7%	33.0%
Neutral	26.7%	28.9%	22.5%	31.4%	21.7%	25.0%	27.5%	26.0%
Dissatisfied	17.8%	25.0%	21.3%	11.0%	10.1%	17.5%	17.4%	17.5%
Very Dissatisfied	15.6%	9.9%	7.0%	5.2%	3.1%	6.2%	8.7%	7.2%

**Q1d. Water pressure for your drinking water**

Very Satisfied	26.7%	17.1%	21.6%	20.0%	31.8%	23.5%	20.4%	22.3%
Satisfied	46.7%	38.8%	39.6%	40.6%	43.4%	36.1%	48.1%	40.6%
Neutral	20.0%	21.1%	15.5%	17.1%	13.2%	19.0%	14.0%	17.1%
Dissatisfied	4.4%	17.8%	15.9%	15.9%	9.3%	16.0%	11.9%	14.5%
Very Dissatisfied	2.2%	5.3%	7.3%	6.5%	2.3%	5.3%	5.6%	5.4%

**Q1. Please rate overall satisfaction with each feature of your drinking water: (without "Don't Know")**

N=768

Q15. What is your age?					Q19. Respondents' Gender		Total
Under 35 years	35-44 years	45-54 years	55-64 years	65+ years	Male	Female	

**Q1e. How well you are informed about disruptions in your drinking water services**

Very Satisfied	31.7%	22.4%	26.3%	32.9%	32.5%	28.5%	27.9%	28.3%
Satisfied	48.8%	44.8%	49.6%	44.7%	52.0%	46.2%	51.3%	48.1%
Neutral	9.8%	23.1%	14.8%	14.9%	12.2%	17.7%	12.3%	15.7%
Dissatisfied	9.8%	7.7%	5.1%	4.3%	1.6%	4.3%	6.7%	5.2%
Very Dissatisfied	0.0%	2.1%	4.2%	3.1%	1.6%	3.4%	1.9%	2.8%

**Q1f. How well you are informed about the quality & safety of your drinking water**

Very Satisfied	13.6%	8.9%	18.0%	18.9%	31.7%	19.6%	15.9%	18.2%
Satisfied	36.4%	34.2%	35.5%	37.3%	44.4%	38.3%	36.7%	37.7%
Neutral	20.5%	29.5%	27.3%	27.8%	14.3%	23.7%	27.2%	25.0%
Dissatisfied	15.9%	18.5%	11.4%	10.7%	6.3%	11.1%	13.8%	12.1%
Very Dissatisfied	13.6%	8.9%	7.8%	5.3%	3.2%	7.4%	6.4%	7.0%

**Q1. Please rate overall satisfaction with each feature of your drinking water: (without "Don't Know")**

N=768

	Q15. What is your age?					Q19. Respondents' Gender		Total
	Under 35 years	35-44 years	45-54 years	55-64 years	65+ years	Male	Female	
<u>Q1g. Other</u>								
Very Satisfied	0.0%	0.0%	8.1%	4.8%	23.1%	7.8%	7.4%	7.7%
Satisfied	0.0%	11.8%	0.0%	0.0%	7.7%	4.7%	0.0%	3.3%
Neutral	0.0%	0.0%	2.7%	4.8%	0.0%	1.6%	3.7%	2.2%
Dissatisfied	0.0%	23.5%	18.9%	19.0%	23.1%	15.6%	29.6%	19.8%
Very Dissatisfied	100.0%	64.7%	70.3%	71.4%	46.2%	70.3%	59.3%	67.0%



**Q2. Which two of these features impacting drinking water quality are most important to you?**

N=768

	Q15. What is your age?					Q19. Respondents' Gender		Total
	Under 35 years	35-44 years	45-54 years	55-64 years	65+ years	Male	Female	

Q2. Top choice

The taste of your drinking water	43.5%	57.8%	57.7%	61.5%	57.9%	56.8%	59.5%	57.8%
The color of your drinking water	15.2%	12.3%	7.3%	13.8%	12.0%	14.0%	6.2%	11.1%
The smell of your drinking water	6.5%	0.6%	1.6%	2.3%	3.0%	2.7%	1.4%	2.2%
Water pressure for your drinking water	0.0%	3.2%	2.0%	2.3%	1.5%	2.1%	2.1%	2.1%
How well you are informed about disruptions to service	0.0%	0.0%	0.4%	0.6%	1.5%	0.4%	0.7%	0.5%
How well you are informed about the quality & safety	26.1%	18.2%	23.4%	11.5%	11.3%	15.5%	21.3%	17.7%
Other	4.3%	4.5%	4.8%	3.4%	3.0%	4.8%	2.7%	4.0%

**Q2. Which two of these features impacting drinking water quality are most important to you?**

N=768

	Q15. What is your age?					Q19. Respondents' Gender		Total
	Under 35 years	35-44 years	45-54 years	55-64 years	65+ years	Male	Female	

Q2. 2nd choice

The taste of your drinking water	39.1%	23.4%	24.6%	19.5%	17.3%	23.5%	21.3%	22.7%
The color of your drinking water	26.1%	35.7%	29.8%	32.8%	27.1%	28.5%	35.4%	31.1%
The smell of your drinking water	13.0%	16.2%	19.4%	20.7%	21.1%	20.5%	17.2%	19.3%
Water pressure for your drinking water	13.0%	12.3%	13.7%	10.9%	7.5%	13.6%	7.9%	11.5%
How well you are informed about disruptions to service	0.0%	1.9%	0.8%	1.1%	4.5%	1.7%	2.1%	1.8%
How well you are informed about the quality & safety	4.3%	3.9%	2.8%	6.3%	6.8%	4.0%	5.5%	4.6%
Other	0.0%	1.9%	2.4%	1.7%	0.8%	2.1%	1.0%	1.7%

**Q2. Which two of these features impacting drinking water quality are most important to you?**

N=768

	Q15. What is your age?					Q19. Respondents' Gender		Total
	Under 35 years	35-44 years	45-54 years	55-64 years	65+ years	Male	Female	
<u>Q2. Sum of top two choices</u>								
The taste of your drinking water	82.6%	81.2%	82.3%	81.0%	75.2%	80.3%	80.8%	80.5%
The color of your drinking water	41.3%	48.1%	37.1%	46.6%	39.1%	42.6%	41.6%	42.2%
The smell of your drinking water	19.6%	16.9%	21.0%	23.0%	24.1%	23.3%	18.6%	21.5%
Water pressure for your drinking water	13.0%	15.6%	15.7%	13.2%	9.0%	15.7%	10.0%	13.5%
How well you are informed about disruptions to service	0.0%	1.9%	1.2%	1.7%	6.0%	2.1%	2.7%	2.3%
How well you are informed about the quality & safety	30.4%	22.1%	26.2%	17.8%	18.0%	19.5%	26.8%	22.3%
Other	4.3%	6.5%	7.3%	5.2%	3.8%	6.9%	3.8%	5.7%

**Q3. How satisfied are you with the overall quality of your drinking water?**

N=768

	Q15. What is your age?					Q19. Respondents' Gender		Total
	Under 35 years	35-44 years	45-54 years	55-64 years	65+ years	Male	Female	

Q3. How satisfied are you with the overall quality of your drinking water?

Very Satisfied	4.3%	4.5%	14.1%	14.9%	19.5%	13.2%	12.0%	12.8%
Satisfied	17.4%	28.6%	27.4%	32.8%	42.9%	32.3%	28.5%	30.9%
Neutral	23.9%	17.5%	18.1%	18.4%	13.5%	18.9%	16.5%	18.0%
Dissatisfied	28.3%	27.9%	26.6%	21.8%	12.8%	21.0%	26.8%	23.2%
Very Dissatisfied	19.6%	19.5%	11.3%	10.3%	7.5%	12.6%	12.7%	12.6%
Don't Know	6.5%	1.9%	2.4%	1.7%	3.8%	2.1%	3.4%	2.6%

**Q4. Is the quality of your drinking water today compared to 5 years ago:**

N=768

	Q15. What is your age?					Q19. Respondents' Gender		Total
	Under 35 years	35-44 years	45-54 years	55-64 years	65+ years	Male	Female	

Q4. Is the quality of your drinking water today:

Much Better	0.0%	0.0%	0.8%	1.7%	7.5%	2.1%	1.7%	2.0%
Better	8.7%	4.5%	8.9%	11.5%	18.8%	11.3%	8.9%	10.4%
The Same	26.1%	47.4%	58.5%	66.1%	57.1%	57.7%	52.9%	55.9%
Worse	13.0%	10.4%	8.5%	9.8%	3.0%	8.0%	10.0%	8.7%
Much Worse	4.3%	5.8%	4.8%	3.4%	1.5%	4.6%	3.1%	4.0%
Don't Know	47.8%	31.8%	18.5%	7.5%	12.0%	16.4%	23.4%	19.0%

**Q5. Do you have water softener equipment?**

N=768

Q15. What is your age?					Q19. Respondents' Gender		Total
Under 35 years	35-44 years	45-54 years	55-64 years	65+ years	Male	Female	

**Q5. Do you have water softener equipment?**

Yes	82.6%	97.4%	95.5%	96.6%	97.7%	97.3%	93.1%	95.7%
No	17.4%	2.6%	4.5%	3.4%	2.3%	2.7%	6.9%	4.3%

**Q6. Do you have an iron removal system?**

N=768

	Q15. What is your age?					Q19. Respondents' Gender		Total
	Under 35 years	35-44 years	45-54 years	55-64 years	65+ years	Male	Female	

Q6. Do you have an iron removal system?

Yes	41.3%	52.0%	50.4%	51.2%	39.1%	51.3%	43.0%	48.2%
No	58.7%	48.0%	49.6%	48.8%	60.9%	48.7%	57.0%	51.8%



**Q7. Do you or members of your household drink bottled water at your residence because of concerns regarding the quality of your drinking water?**

N=768

Q15. What is your age?					Q19. Respondents' Gender		Total
Under 35 years	35-44 years	45-54 years	55-64 years	65+ years	Male	Female	

**Q7. Do you drink bottled water because of concerns about drinking water quality?**

Yes	69.6%	61.0%	56.5%	57.5%	37.6%	54.9%	55.7%	55.2%
No	30.4%	39.0%	43.5%	42.5%	62.4%	45.1%	44.3%	44.8%

**Q8. Which one of the following best describes how often you and members of your household drink bottled water at your residence?**

N=768

Q15. What is your age?					Q19. Respondents' Gender		Total
Under 35 years	35-44 years	45-54 years	55-64 years	65+ years	Male	Female	

Q8. How often do you drink bottled water at your residence?

Daily	93.8%	78.7%	84.4%	76.8%	80.0%	80.9%	82.1%	81.4%
Several times per week	3.1%	17.0%	9.9%	13.1%	14.0%	13.4%	11.1%	12.5%
Once per week	3.1%	1.1%	1.4%	1.0%	2.0%	0.8%	2.5%	1.4%
A few times per month	0.0%	3.2%	3.5%	7.1%	2.0%	4.2%	3.1%	3.8%
A few times per year	0.0%	0.0%	0.7%	2.0%	2.0%	0.8%	1.2%	0.9%

**Q9. Please check the one option that best describes how much you spend per month for in-home water treatment equipment and bottled drinking water:**

N=768

Q15. What is your age?					Q19. Respondents' Gender		Total
Under 35 years	35-44 years	45-54 years	55-64 years	65+ years	Male	Female	

**Q9. How much do you spend per month for in-home water treatment & bottled water?**

Nothing	2.2%	6.5%	5.2%	5.2%	9.1%	5.7%	6.6%	6.0%
\$1-\$25 per month	15.2%	29.4%	37.9%	43.7%	55.3%	39.5%	38.4%	39.1%
\$26-\$50 per month	56.5%	30.7%	30.6%	28.7%	18.2%	30.7%	27.7%	29.5%
\$51-\$100 per month	23.9%	28.1%	17.3%	12.1%	7.6%	16.8%	17.6%	17.1%
\$101-\$150 per month	2.2%	3.3%	5.2%	5.2%	6.8%	4.2%	5.9%	4.8%
Over \$151 per month	0.0%	2.0%	3.6%	5.2%	3.0%	3.2%	3.8%	3.4%

**Q10. Please check all of the following options that you would consider for the supply of drinking water at your residence.**

N=768

Q15. What is your age?					Q19. Respondents' Gender		Total
Under 35 years	35-44 years	45-54 years	55-64 years	65+ years	Male	Female	

Q10. Please check all of the options for supply of drinking water you would consider.

Detroit Water and Sewerage Dept supplied water	65.2%	65.6%	53.6%	50.6%	40.6%	56.2%	50.5%	54.0%
Your current groundwater supply	43.5%	41.6%	47.6%	50.6%	53.4%	47.8%	48.5%	48.0%
A centralized groundwater iron removal/softening treatment	71.7%	69.5%	66.1%	63.8%	55.6%	66.9%	61.2%	64.7%
None of the above	8.7%	3.9%	4.4%	6.9%	4.5%	4.4%	6.5%	5.2%

**Q11. Which TWO of the supplies of drinking water do you most prefer using at your residence?**

N=768

	Q15. What is your age?					Q19. Respondents' Gender		Total
	Under 35 years	35-44 years	45-54 years	55-64 years	65+ years	Male	Female	

Q11. Top choice

Detroit Water and Sewerage Dept supplied water	41.3%	46.1%	36.3%	27.3%	35.6%	37.2%	36.0%	36.7%
Your current groundwater supply	15.2%	17.5%	27.0%	33.1%	31.1%	25.0%	28.4%	26.3%
A centralized groundwater iron removal/softening treatment	37.0%	26.6%	27.8%	30.8%	25.8%	31.9%	21.8%	28.1%
None chosen	6.5%	9.7%	8.9%	8.7%	7.6%	5.9%	13.8%	8.9%

**Q11. Which TWO of the supplies of drinking water do you most prefer using at your residence?**

N=768

	Q15. What is your age?					Q19. Respondents' Gender		Total
	Under 35 years	35-44 years	45-54 years	55-64 years	65+ years	Male	Female	
	<u>Q11. 2nd choice</u>							
Detroit Water and Sewerage Dept supplied water	27.0%	19.7%	18.9%	28.5%	15.7%	21.6%	20.6%	21.3%
Your current groundwater supply	24.3%	27.4%	28.4%	19.2%	28.1%	26.9%	23.3%	25.6%
A centralized groundwater iron removal/softening treatment	48.6%	53.0%	52.7%	52.3%	56.2%	51.5%	56.1%	53.1%

**Q11. Which TWO of the supplies of drinking water do you most prefer using at your residence?**

N=768

	Q15. What is your age?					Q19. Respondents' Gender		Total
	Under 35 years	35-44 years	45-54 years	55-64 years	65+ years	Male	Female	

Q11. Sum of top two choices

Detroit Water and Sewerage Dept supplied water	63.0%	61.0%	49.2%	48.3%	45.9%	53.5%	49.1%	51.8%
Your current groundwater supply	34.8%	38.3%	46.4%	47.1%	49.6%	45.3%	43.3%	44.5%
A centralized groundwater iron removal/softening treatment	76.1%	66.9%	63.7%	69.5%	63.2%	70.9%	58.1%	66.0%
None chosen	6.5%	9.7%	8.9%	8.6%	7.5%	5.9%	13.7%	8.9%



**Q12. How much more would you be willing to spend per month for a more aesthetically pleasing water supply?**

N=768

Q15. What is your age?					Q19. Respondents' Gender		Total
Under 35 years	35-44 years	45-54 years	55-64 years	65+ years	Male	Female	

Q12. How much more would you be willing to spend for aesthetically pleasing water?

\$5 or less	48.9%	46.8%	63.1%	57.0%	65.2%	54.7%	63.7%	58.0%
\$6 to \$10	8.9%	13.7%	12.1%	9.5%	16.1%	12.2%	11.8%	12.1%
\$11 to \$15	2.2%	2.2%	1.9%	5.1%	1.8%	3.2%	1.6%	2.7%
\$16 to \$20	11.1%	11.5%	8.4%	7.6%	0.9%	7.4%	8.6%	7.8%
\$21 to \$30	11.1%	12.9%	7.9%	12.7%	6.3%	12.7%	5.3%	10.0%
\$31 or more	17.8%	12.9%	6.5%	8.2%	9.8%	9.7%	9.0%	9.4%

**Q13. Please check the two most important reasons for you to change the treatment of your current source or the supply of your drinking water:**

N=768

	Q15. What is your age?					Q19. Respondents' Gender		Total
	Under 35 years	35-44 years	45-54 years	55-64 years	65+ years	Male	Female	

Q13. Most important reason for you to change the source/treatment of your water?

The taste of the water were better	76.1%	69.5%	58.1%	56.3%	47.4%	60.8%	56.7%	59.2%
The color of the water were better	39.1%	44.2%	37.5%	36.2%	28.6%	37.3%	36.1%	36.8%
The smell of the water were better	19.6%	14.9%	14.5%	10.3%	12.0%	15.7%	10.0%	13.5%
The fees for new/treated supply were the same as current fee	43.5%	36.4%	43.5%	43.7%	47.4%	41.7%	45.0%	43.0%
Other	10.9%	18.8%	22.6%	23.6%	20.3%	20.3%	21.3%	20.7%

**Q17. Approximately how many years have you lived in Oakland Township?**

N=768

Q15. What is your age?					Q19. Respondents' Gender		Total
Under 35 years	35-44 years	45-54 years	55-64 years	65+ years	Male	Female	

**Q17. Approximately how many years have you lived in Oakland Township?**

3 or less	44.4%	24.3%	10.4%	4.3%	3.2%	10.0%	17.1%	12.7%
4 or 5	15.6%	19.6%	7.1%	6.7%	0.8%	8.2%	10.0%	8.9%
6 to 10	22.2%	37.8%	28.8%	22.1%	24.6%	30.9%	24.6%	28.5%
11 to 15	11.1%	12.2%	34.6%	30.1%	19.0%	24.2%	25.0%	24.5%
16 to 20	4.4%	3.4%	13.3%	20.2%	10.3%	13.3%	9.3%	11.8%
21 to 30	0.0%	1.4%	4.2%	13.5%	14.3%	7.8%	6.1%	7.1%
31+	2.2%	1.4%	1.7%	3.1%	27.8%	5.6%	7.9%	6.4%

**Q18. What is your total annual household income?**

N=768

<u>Q15. What is your age?</u>					<u>Q19. Respondents' Gender</u>		<u>Total</u>
<u>Under 35 years</u>	<u>35-44 years</u>	<u>45-54 years</u>	<u>55-64 years</u>	<u>65+ years</u>	<u>Male</u>	<u>Female</u>	

Q18. What is your total annual household income?

Under \$25,000	0.0%	1.3%	1.2%	1.7%	0.8%	0.6%	2.1%	1.2%
\$25,000-\$49,999	10.9%	2.6%	3.6%	2.3%	12.8%	4.0%	6.9%	5.1%
\$50,000-\$74,999	8.7%	6.5%	3.2%	11.5%	12.8%	7.3%	8.2%	7.7%
\$75,000-\$99,999	15.2%	8.4%	8.9%	14.9%	24.1%	14.7%	10.3%	13.0%
\$100,000-\$199,999	41.3%	42.2%	40.3%	37.9%	19.5%	37.1%	34.0%	35.9%
>\$200,000	10.9%	24.7%	21.8%	14.9%	5.3%	17.8%	15.5%	16.9%
Declined	13.0%	14.3%	21.0%	16.7%	24.8%	18.4%	23.0%	20.2%

**Q18. What is your total annual household income? (without "Declined")**

N=768

	Q15. What is your age?					Q19. Respondents' Gender		Total
	Under 35 years	35-44 years	45-54 years	55-64 years	65+ years	Male	Female	

Q18. What is your total annual household income?

Under \$25,000	0.0%	1.5%	1.5%	2.1%	1.0%	0.8%	2.7%	1.5%
\$25,000-\$49,999	12.5%	3.0%	4.6%	2.8%	17.0%	4.9%	8.9%	6.4%
\$50,000-\$74,999	10.0%	7.6%	4.1%	13.8%	17.0%	9.0%	10.7%	9.6%
\$75,000-\$99,999	17.5%	9.8%	11.2%	17.9%	32.0%	18.0%	13.4%	16.3%
\$100,000-\$199,999	47.5%	49.2%	51.0%	45.5%	26.0%	45.5%	44.2%	45.0%
>\$200,000	12.5%	28.8%	27.6%	17.9%	7.0%	21.9%	20.1%	21.2%

**Q19. Respondents' Gender:**

N=768

	<u>Q15. What is your age?</u>					<u>Q19. Respondents' Gender</u>		<u>Total</u>
	<u>Under 35 years</u>	<u>35-44 years</u>	<u>45-54 years</u>	<u>55-64 years</u>	<u>65+ years</u>	<u>Male</u>	<u>Female</u>	
<u>Q19. Respondents' Gender</u>								
Male	56.5%	55.8%	54.8%	69.0%	74.4%	100.0%	0.0%	62.1%
Female	43.5%	44.2%	45.2%	31.0%	25.6%	0.0%	100.0%	37.9%

*Section 4:*  
*Cross-Tabular Data by*  
*Years Lived in Oakland Township*

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**Q1. Please rate overall satisfaction with each feature of your drinking water: (without "Don't Know")**

N=768	Q17. Approximately how many years have you lived in Oakland Township?							Total
	3 or less	4 or 5	6 to 10	11 to 15	16 to 20	21 to 30	31+	
<u>Q1a. The taste of your drinking water</u>								
Very Satisfied	4.4%	4.8%	12.7%	15.5%	23.8%	20.0%	26.1%	14.4%
Satisfied	25.3%	23.8%	27.3%	26.4%	33.3%	30.0%	41.3%	29.1%
Neutral	24.2%	23.8%	22.9%	22.4%	22.6%	26.0%	17.4%	22.5%
Dissatisfied	31.9%	23.8%	20.5%	21.3%	13.1%	10.0%	13.0%	20.1%
Very Dissatisfied	14.3%	23.8%	16.6%	14.4%	7.1%	14.0%	2.2%	13.9%
<u>Q1b. The color of your drinking water</u>								
Very Satisfied	4.4%	16.9%	11.7%	14.8%	12.9%	18.0%	34.0%	14.0%
Satisfied	33.0%	23.1%	30.1%	21.0%	34.1%	34.0%	38.3%	29.5%
Neutral	16.5%	13.8%	19.4%	13.6%	17.6%	16.0%	10.6%	16.1%
Dissatisfied	25.3%	23.1%	18.9%	26.1%	21.2%	12.0%	12.8%	21.0%
Very Dissatisfied	20.9%	23.1%	19.9%	24.4%	14.1%	20.0%	4.3%	19.4%



**Q1. Please rate overall satisfaction with each feature of your drinking water: (without "Don't Know")**

N=768	Q17. Approximately how many years have you lived in Oakland Township?							Total
	3 or less	4 or 5	6 to 10	11 to 15	16 to 20	21 to 30	31+	
<u>Q1c. The smell of your drinking water</u>								
Very Satisfied	9.9%	14.1%	14.5%	14.8%	21.4%	18.0%	34.0%	16.4%
Satisfied	30.8%	29.7%	30.9%	29.5%	40.5%	42.0%	38.3%	33.0%
Neutral	30.8%	26.6%	27.5%	26.7%	23.8%	22.0%	17.0%	26.0%
Dissatisfied	20.9%	23.4%	17.9%	19.9%	13.1%	12.0%	6.4%	17.5%
Very Dissatisfied	7.7%	6.3%	9.2%	9.1%	1.2%	6.0%	4.3%	7.2%
<u>Q1d. Water pressure for your drinking water</u>								
Very Satisfied	19.8%	24.6%	18.4%	24.9%	24.7%	11.8%	40.0%	22.3%
Satisfied	51.6%	40.0%	33.5%	41.0%	45.9%	54.9%	35.6%	40.6%
Neutral	14.3%	15.4%	22.8%	17.3%	11.8%	9.8%	15.6%	17.1%
Dissatisfied	12.1%	13.8%	18.0%	14.5%	8.2%	17.6%	4.4%	14.5%
Very Dissatisfied	2.2%	6.2%	7.3%	2.3%	9.4%	5.9%	4.4%	5.4%

**Q1. Please rate overall satisfaction with each feature of your drinking water: (without "Don't Know")**

N=768	Q17. Approximately how many years have you lived in Oakland Township?							Total
	3 or less	4 or 5	6 to 10	11 to 15	16 to 20	21 to 30	31+	
<u>Q1e. How well you are informed about disruptions in your drinking water services</u>								
Very Satisfied	28.6%	26.7%	25.0%	25.9%	26.9%	30.6%	48.8%	28.3%
Satisfied	46.4%	50.0%	48.0%	50.0%	50.0%	55.1%	34.9%	48.1%
Neutral	19.0%	20.0%	17.0%	14.5%	12.8%	10.2%	14.0%	15.7%
Dissatisfied	3.6%	3.3%	7.0%	6.6%	3.8%	2.0%	2.3%	5.2%
Very Dissatisfied	2.4%	0.0%	3.0%	3.0%	6.4%	2.0%	0.0%	2.8%
<u>Q1f. How well you are informed about the quality &amp; safety of your drinking water</u>								
Very Satisfied	15.7%	16.4%	11.5%	18.6%	22.0%	26.0%	34.0%	18.2%
Satisfied	24.7%	27.9%	40.5%	40.1%	40.2%	44.0%	38.3%	37.7%
Neutral	34.8%	24.6%	24.5%	24.9%	23.2%	20.0%	21.3%	25.0%
Dissatisfied	19.1%	23.0%	13.0%	10.2%	7.3%	8.0%	4.3%	12.1%
Very Dissatisfied	5.6%	8.2%	10.5%	6.2%	7.3%	2.0%	2.1%	7.0%

**Q1. Please rate overall satisfaction with each feature of your drinking water: (without "Don't Know")**

N=768

Q17. Approximately how many years have you lived in Oakland Township?

	Oakland Township?							Total
	3 or less	4 or 5	6 to 10	11 to 15	16 to 20	21 to 30	31+	

Q1g. Other

Very Satisfied	0.0%	0.0%	3.4%	13.0%	0.0%	16.7%	40.0%	7.7%
Satisfied	0.0%	20.0%	6.9%	0.0%	0.0%	0.0%	0.0%	3.3%
Neutral	0.0%	0.0%	3.4%	4.3%	0.0%	0.0%	0.0%	2.2%
Dissatisfied	44.4%	0.0%	31.0%	4.3%	18.2%	0.0%	40.0%	19.8%
Very Dissatisfied	55.6%	80.0%	55.2%	78.3%	81.8%	83.3%	20.0%	67.0%

**Q2. Which two of these features impacting drinking water quality are most important to you?**

N=768	Q17. Approximately how many years have you lived in Oakland Township?							Total
	3 or less	4 or 5	6 to 10	11 to 15	16 to 20	21 to 30	31+	
<u>Q2. Top choice</u>								
The taste of your drinking water	58.1%	56.9%	56.7%	55.3%	65.1%	65.4%	59.6%	57.8%
The color of your drinking water	6.5%	10.8%	11.5%	14.5%	10.5%	13.5%	6.4%	11.1%
The smell of your drinking water	3.2%	3.1%	1.4%	2.2%	0.0%	0.0%	6.4%	2.2%
Water pressure for your drinking water	1.1%	3.1%	1.9%	1.1%	3.5%	5.8%	0.0%	2.1%
How well you are informed about disruptions to service	0.0%	0.0%	1.0%	0.6%	0.0%	0.0%	2.1%	0.5%
How well you are informed about the quality & safety	23.7%	20.0%	19.7%	17.9%	8.1%	9.6%	17.0%	17.7%
Other	1.1%	3.1%	5.3%	3.9%	5.8%	3.8%	2.1%	4.0%

**Q2. Which two of these features impacting drinking water quality are most important to you?**

N=768

Q17. Approximately how many years have you lived in Oakland Township?

3 or less	4 or 5	6 to 10	11 to 15	16 to 20	21 to 30	31+	Total
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Q2. 2nd choice

The taste of your drinking water	21.5%	27.7%	26.0%	25.7%	14.0%	17.3%	19.1%	22.7%
The color of your drinking water	32.3%	35.4%	31.3%	29.6%	31.4%	36.5%	25.5%	31.1%
The smell of your drinking water	18.3%	18.5%	16.8%	21.8%	22.1%	15.4%	21.3%	19.3%
Water pressure for your drinking water	11.8%	6.2%	14.9%	7.3%	16.3%	13.5%	8.5%	11.5%
How well you are informed about disruptions to service	3.2%	0.0%	1.4%	1.7%	0.0%	5.8%	0.0%	1.8%
How well you are informed about the quality & safety	4.3%	4.6%	2.9%	3.9%	5.8%	3.8%	12.8%	4.6%
Other	1.1%	3.1%	0.5%	2.2%	4.7%	0.0%	2.1%	1.7%

**Q2. Which two of these features impacting drinking water quality are most important to you?**

N=768	Q17. Approximately how many years have you lived in Oakland Township?							Total
	3 or less	4 or 5	6 to 10	11 to 15	16 to 20	21 to 30	31+	
<u>Q2. Sum of top two choices</u>								
The taste of your drinking water	79.6%	84.6%	82.7%	81.0%	79.1%	82.7%	78.7%	80.5%
The color of your drinking water	38.7%	46.2%	42.8%	44.1%	41.9%	50.0%	31.9%	42.2%
The smell of your drinking water	21.5%	21.5%	18.3%	24.0%	22.1%	15.4%	27.7%	21.5%
Water pressure for your drinking water	12.9%	9.2%	16.8%	8.4%	19.8%	19.2%	8.5%	13.5%
How well you are informed about disruptions to service	3.2%	0.0%	2.4%	2.2%	0.0%	5.8%	2.1%	2.3%
How well you are informed about the quality & safety	28.0%	24.6%	22.6%	21.8%	14.0%	13.5%	29.8%	22.3%
Other	2.2%	6.2%	5.8%	6.1%	10.5%	3.8%	4.3%	5.7%

**Q3. How satisfied are you with the overall quality of your drinking water?**

N=768	Q17. Approximately how many years have you lived in Oakland Township?							Total
	3 or less	4 or 5	6 to 10	11 to 15	16 to 20	21 to 30	31+	
<u>Q3. How satisfied are you with the overall quality of your drinking water?</u>								
Very Satisfied	7.5%	9.2%	10.1%	14.5%	15.1%	13.5%	25.5%	12.8%
Satisfied	23.7%	23.1%	29.3%	25.7%	45.3%	36.5%	40.4%	30.9%
Neutral	21.5%	18.5%	19.2%	15.6%	12.8%	28.8%	12.8%	18.0%
Dissatisfied	35.5%	24.6%	24.0%	29.6%	14.0%	5.8%	12.8%	23.2%
Very Dissatisfied	8.6%	21.5%	15.9%	11.7%	11.6%	11.5%	2.1%	12.6%
Don't Know	3.2%	3.1%	1.4%	2.8%	1.2%	3.8%	6.4%	2.6%

**Q4. Is the quality of your drinking water today compared to 5 years ago:**

N=768	Q17. Approximately how many years have you lived in Oakland Township?							Total
	3 or less	4 or 5	6 to 10	11 to 15	16 to 20	21 to 30	31+	
<u>Q4. Is the quality of your drinking water today:</u>								
Much Better	0.0%	0.0%	1.9%	1.1%	2.3%	3.8%	8.5%	2.0%
Better	5.4%	6.2%	10.1%	11.2%	11.6%	11.5%	21.3%	10.4%
The Same	11.8%	47.7%	61.5%	69.3%	68.6%	55.8%	57.4%	55.9%
Worse	5.4%	12.3%	10.1%	7.8%	11.6%	7.7%	4.3%	8.7%
Much Worse	4.3%	4.6%	3.8%	3.9%	4.7%	3.8%	0.0%	4.0%
Don't Know	73.1%	29.2%	12.5%	6.7%	1.2%	17.3%	8.5%	19.0%



**Q5. Do you have water softener equipment?**

N=768

Q17. Approximately how many years have you lived in Oakland Township?

3 or less   4 or 5   6 to 10   11 to 15   16 to 20   21 to 30   31+

Total

Q5. Do you have water softener equipment?

Yes	89.2%	92.3%	99.5%	96.6%	97.7%	88.5%	97.9%	95.7%
No	10.8%	7.7%	0.5%	3.4%	2.3%	11.5%	2.1%	4.3%

**Q6. Do you have an iron removal system?**

N=768

Q17. Approximately how many years have you lived in Oakland Township?

	3 or less	4 or 5	6 to 10	11 to 15	16 to 20	21 to 30	31+	Total
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Q6. Do you have an iron removal system?

Yes	51.1%	43.8%	57.4%	48.6%	47.7%	28.8%	21.3%	48.2%
No	48.9%	56.3%	42.6%	51.4%	52.3%	71.2%	78.7%	51.8%

**Q7. Do you or members of your household drink bottled water at your residence because of concerns regarding the quality of your drinking water?**

N=768

Q17. Approximately how many years have you lived in Oakland Township?

	3 or less	4 or 5	6 to 10	11 to 15	16 to 20	21 to 30	31+	Total
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Q7. Do you drink bottled water because of concerns about drinking water quality?

Yes	65.6%	67.7%	59.6%	52.0%	51.2%	46.2%	29.8%	55.2%
No	34.4%	32.3%	40.4%	48.0%	48.8%	53.8%	70.2%	44.8%

**Q8. Which one of the following best describes how often you and members of your household drink bottled water at your residence?**

N=768

Q17. Approximately how many years have you lived in Oakland Township?

	3 or less	4 or 5	6 to 10	11 to 15	16 to 20	21 to 30	31+	Total
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Q8. How often do you drink bottled water at your residence?

Daily	78.7%	90.9%	78.2%	76.3%	88.6%	100.0%	85.7%	81.4%
Several times per week	18.0%	6.8%	16.9%	11.8%	9.1%	0.0%	14.3%	12.5%
Once per week	1.6%	2.3%	0.8%	2.2%	0.0%	0.0%	0.0%	1.4%
A few times per month	1.6%	0.0%	4.0%	8.6%	0.0%	0.0%	0.0%	3.8%
A few times per year	0.0%	0.0%	0.0%	1.1%	2.3%	0.0%	0.0%	0.9%

**Q9. Please check the one option that best describes how much you spend per month for in-home water treatment equipment and bottled drinking water:**

N=768	Q17. Approximately how many years have you lived in Oakland Township?							Total
	3 or less	4 or 5	6 to 10	11 to 15	16 to 20	21 to 30	31+	
<u>Q9. How much do you spend per month for in-home water treatment &amp; bottled water?</u>								
Nothing	4.3%	6.2%	5.8%	6.1%	7.0%	3.9%	8.5%	6.0%
\$1-\$25 per month	28.0%	33.8%	37.2%	35.2%	39.5%	68.6%	57.4%	39.1%
\$26-\$50 per month	36.6%	24.6%	32.9%	28.5%	33.7%	17.6%	12.8%	29.5%
\$51-\$100 per month	24.7%	24.6%	16.4%	19.6%	11.6%	5.9%	10.6%	17.1%
\$101-\$150 per month	4.3%	4.6%	4.8%	4.5%	5.8%	3.9%	8.5%	4.8%
Over \$151 per month	2.2%	6.2%	2.9%	6.1%	2.3%	0.0%	2.1%	3.4%

**Q10. Please check all of the following options that you would consider for the supply of drinking water at your residence.**

N=768

Q17. Approximately how many years have you lived in Oakland Township?							Total
3 or less	4 or 5	6 to 10	11 to 15	16 to 20	21 to 30	31+	

**Q10. Please check all of the options for supply of drinking water you would consider.**

Detroit Water and Sewerage Dept supplied water	59.1%	61.5%	59.6%	55.3%	53.5%	32.7%	27.7%	54.0%
Your current groundwater supply	46.2%	44.6%	46.2%	42.5%	48.8%	61.5%	70.2%	48.0%
A centralized groundwater iron removal/softening treatment	63.4%	75.4%	64.4%	68.2%	67.4%	57.7%	40.4%	64.7%
None of the above	5.4%	7.7%	3.4%	7.3%	3.5%	7.7%	2.1%	5.2%

**Q11. Which TWO of the supplies of drinking water do you most prefer using at your residence?**

N=768

Q17. Approximately how many years have you lived in Oakland Township?

	3 or less	4 or 5	6 to 10	11 to 15	16 to 20	21 to 30	31+	Total
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Q11. Top choice

Detroit Water and Sewerage Dept supplied water	39.8%	43.1%	46.4%	35.4%	28.2%	15.4%	27.7%	36.7%
Your current groundwater supply	21.5%	21.5%	18.4%	25.8%	34.1%	48.1%	51.1%	26.3%
A centralized groundwater iron removal/softening treatment	29.0%	24.6%	27.5%	29.8%	31.8%	26.9%	17.0%	28.1%
None chosen	9.7%	10.8%	7.7%	9.0%	5.9%	9.6%	4.3%	8.9%

**Q11. Which TWO of the supplies of drinking water do you most prefer using at your residence?**

N=768

Q17. Approximately how many years have you lived in Oakland Township?

	Township?							Total
	3 or less	4 or 5	6 to 10	11 to 15	16 to 20	21 to 30	31+	
Detroit Water and Sewerage Dept supplied water	21.2%	24.5%	17.5%	23.3%	23.5%	24.2%	14.3%	21.3%
Your current groundwater supply	30.3%	18.4%	28.6%	20.9%	30.9%	27.3%	17.9%	25.6%
A centralized groundwater iron removal/softening treatment	48.5%	57.1%	53.9%	55.8%	45.6%	48.5%	67.9%	53.1%

Q11. 2nd choice

Detroit Water and Sewerage Dept supplied water

Your current groundwater supply

A centralized groundwater iron removal/softening treatment



**Q11. Which TWO of the supplies of drinking water do you most prefer using at your residence?**

N=768	Q17. Approximately how many years have you lived in Oakland Township?							Total
	3 or less	4 or 5	6 to 10	11 to 15	16 to 20	21 to 30	31+	
<u>Q11. Sum of top two choices</u>								
Detroit Water and Sewerage Dept supplied water	54.8%	61.5%	59.1%	52.0%	46.5%	30.8%	36.2%	51.8%
Your current groundwater supply	43.0%	35.4%	39.4%	40.8%	58.1%	65.4%	61.7%	44.5%
A centralized groundwater iron removal/softening treatment	63.4%	67.7%	67.3%	69.8%	67.4%	57.7%	57.4%	66.0%
None chosen	9.7%	10.8%	7.7%	8.9%	5.8%	9.6%	4.3%	8.9%

**Q12. How much more would you be willing to spend per month for a more aesthetically pleasing water supply?**

N=768

Q17. Approximately how many years have you lived in Oakland Township?

3 or less   4 or 5   6 to 10   11 to 15   16 to 20   21 to 30   31+

Total

Q12. How much more would you be willing to spend for aesthetically pleasing water?

\$5 or less	54.2%	50.0%	57.1%	62.6%	55.7%	60.0%	73.2%	58.0%
\$6 to \$10	9.6%	15.5%	13.0%	9.7%	15.2%	11.1%	12.2%	12.1%
\$11 to \$15	0.0%	1.7%	3.8%	2.6%	5.1%	0.0%	0.0%	2.7%
\$16 to \$20	10.8%	10.3%	8.7%	6.5%	3.8%	8.9%	2.4%	7.8%
\$21 to \$30	13.3%	12.1%	9.2%	10.3%	10.1%	11.1%	2.4%	10.0%
\$31 or more	12.0%	10.3%	8.2%	8.4%	10.1%	8.9%	9.8%	9.4%

**Q13. Please check the two most important reasons for you to change the treatment of your current source or the supply of your drinking water:**

N=768

Q17. Approximately how many years have you lived in Oakland Township?

3 or less	4 or 5	6 to 10	11 to 15	16 to 20	21 to 30	31+	Total
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Q13. Most important reason for you to change the source/treatment of your water?

The taste of the water were better	71.0%	76.9%	66.3%	54.2%	48.8%	50.0%	40.4%	59.2%
The color of the water were better	32.3%	41.5%	38.9%	35.8%	48.8%	34.6%	21.3%	36.8%
The smell of the water were better	12.9%	13.8%	15.9%	16.2%	7.0%	9.6%	8.5%	13.5%
The fees for new/treated supply were the same as current fee	47.3%	32.3%	35.6%	46.4%	45.3%	51.9%	55.3%	43.0%
Other	12.9%	23.1%	21.6%	22.3%	20.9%	23.1%	17.0%	20.7%

**Q17. Approximately how many years have you lived in Oakland Township?**

N=768

Q17. Approximately how many years have you lived in Oakland Township?

3 or less   4 or 5   6 to 10   11 to 15   16 to 20   21 to 30   31+

Total

Q17. Approximately how many years have you lived in Oakland Township?

3 or less	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.7%
4 or 5	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.9%
6 to 10	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	28.5%
11 to 15	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	24.5%
16 to 20	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	11.8%
21 to 30	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	7.1%
31+	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	6.4%

**Q18. What is your total annual household income?**

N=768

Q17. Approximately how many years have you lived in Oakland Township?

	3 or less	4 or 5	6 to 10	11 to 15	16 to 20	21 to 30	31+	Total
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**Q18. What is your total annual household income?**

Under \$25,000	1.3%	0.0%	0.0%	2.8%	1.5%	2.5%	2.9%	1.5%
\$25,000-\$49,999	7.7%	5.5%	5.5%	2.1%	4.4%	15.0%	20.6%	6.4%
\$50,000-\$74,999	11.5%	3.6%	4.9%	11.0%	8.8%	27.5%	11.8%	9.6%
\$75,000-\$99,999	14.1%	12.7%	13.4%	14.5%	23.5%	25.0%	23.5%	16.3%
\$100,000-\$199,999	41.0%	56.4%	50.6%	48.3%	39.7%	22.5%	35.3%	45.0%
>\$200,000	24.4%	21.8%	25.6%	21.4%	22.1%	7.5%	5.9%	21.2%

**Q18. What is your total annual household income? (without "Declined")**

N=768

Q17. Approximately how many years have you lived in Oakland Township?

3 or less   4 or 5   6 to 10   11 to 15   16 to 20   21 to 30   31+

Total

Q18. What is your total annual household income?

Under \$25,000	1.3%	0.0%	0.0%	2.8%	1.5%	2.5%	2.9%	1.5%
\$25,000-\$49,999	7.7%	5.5%	5.5%	2.1%	4.4%	15.0%	20.6%	6.4%
\$50,000-\$74,999	11.5%	3.6%	4.9%	11.0%	8.8%	27.5%	11.8%	9.6%
\$75,000-\$99,999	14.1%	12.7%	13.4%	14.5%	23.5%	25.0%	23.5%	16.3%
\$100,000-\$199,999	41.0%	56.4%	50.6%	48.3%	39.7%	22.5%	35.3%	45.0%
>\$200,000	24.4%	21.8%	25.6%	21.4%	22.1%	7.5%	5.9%	21.2%

**Q19. Respondents' Gender:**

N=768

Q17. Approximately how many years have you lived in Oakland Township?

	3 or less	4 or 5	6 to 10	11 to 15	16 to 20	21 to 30	31+	Total
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Q19. Respondents' Gender

Male	48.4%	56.9%	66.8%	60.9%	69.8%	67.3%	53.2%	62.1%
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Female	51.6%	43.1%	33.2%	39.1%	30.2%	32.7%	46.8%	37.9%
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*Section 5:*  
***Cross-Tabular Data by  
Total Annual Household Income***

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**Q1. Please rate overall satisfaction with each feature of your drinking water: (without "Don't Know")**

N=768

Q18. What is your total annual household income?						Total
Under \$25,000	\$25,000-\$49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000-\$199,999	>\$200,000	

Q1a. The taste of your drinking water

Very Satisfied	0.0%	12.8%	25.4%	16.2%	11.1%	15.2%	14.4%
Satisfied	11.1%	17.9%	30.5%	35.4%	25.6%	29.6%	29.1%
Neutral	22.2%	25.6%	16.9%	15.2%	26.7%	22.4%	22.5%
Dissatisfied	22.2%	15.4%	18.6%	17.2%	24.1%	20.0%	20.1%
Very Dissatisfied	44.4%	28.2%	8.5%	16.2%	12.6%	12.8%	13.9%

Q1b. The color of your drinking water

Very Satisfied	0.0%	10.3%	22.0%	17.0%	9.6%	15.6%	14.0%
Satisfied	11.1%	25.6%	39.0%	29.0%	28.4%	28.9%	29.5%
Neutral	22.2%	23.1%	10.2%	20.0%	17.0%	15.6%	16.1%
Dissatisfied	33.3%	20.5%	11.9%	18.0%	24.4%	20.3%	21.0%
Very Dissatisfied	33.3%	20.5%	16.9%	16.0%	20.7%	19.5%	19.4%

**Q1. Please rate overall satisfaction with each feature of your drinking water: (without "Don't Know")**

N=768

Q18. What is your total annual household income?						Total
Under \$25,000	\$25,000-\$49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000-\$199,999	>\$200,000	

Q1c. The smell of your drinking water

Very Satisfied	0.0%	15.8%	24.1%	18.0%	12.5%	19.5%	16.4%
Satisfied	11.1%	21.1%	39.7%	37.0%	30.1%	34.4%	33.0%
Neutral	22.2%	44.7%	19.0%	20.0%	30.1%	18.8%	26.0%
Dissatisfied	55.6%	15.8%	15.5%	21.0%	18.4%	16.4%	17.5%
Very Dissatisfied	11.1%	2.6%	1.7%	4.0%	8.8%	10.9%	7.2%

Q1d. Water pressure for your drinking water

Very Satisfied	22.2%	23.1%	28.8%	21.6%	23.2%	24.2%	22.3%
Satisfied	22.2%	53.8%	54.2%	44.3%	38.4%	33.6%	40.6%
Neutral	33.3%	17.9%	10.2%	13.4%	18.8%	14.8%	17.1%
Dissatisfied	22.2%	2.6%	5.1%	18.6%	15.5%	17.2%	14.5%
Very Dissatisfied	0.0%	2.6%	1.7%	2.1%	4.1%	10.2%	5.4%

**Q1. Please rate overall satisfaction with each feature of your drinking water: (without "Don't Know")**

N=768

Q18. What is your total annual household income?						Total
Under \$25,000	\$25,000-\$49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000-\$199,999	>\$200,000	

**Q1e. How well you are informed about disruptions in your drinking water services**

Very Satisfied	25.0%	29.7%	42.1%	23.3%	29.7%	28.9%	28.3%
Satisfied	12.5%	45.9%	42.1%	55.6%	47.9%	43.0%	48.1%
Neutral	62.5%	21.6%	5.3%	14.4%	14.1%	19.0%	15.7%
Dissatisfied	0.0%	0.0%	10.5%	5.6%	5.3%	3.3%	5.2%
Very Dissatisfied	0.0%	2.7%	0.0%	1.1%	3.0%	5.8%	2.8%

**Q1f. How well you are informed about the quality & safety of your drinking water**

Very Satisfied	0.0%	18.4%	27.1%	19.6%	18.3%	20.8%	18.2%
Satisfied	50.0%	31.6%	35.6%	44.3%	37.3%	28.8%	37.7%
Neutral	25.0%	36.8%	16.9%	17.5%	27.2%	25.6%	25.0%
Dissatisfied	25.0%	5.3%	15.3%	11.3%	11.2%	14.4%	12.1%
Very Dissatisfied	0.0%	7.9%	5.1%	7.2%	6.0%	10.4%	7.0%

**Q1. Please rate overall satisfaction with each feature of your drinking water: (without "Don't Know")**

N=768

Q18. What is your total annual household income?						Total
Under \$25,000	\$25,000-\$49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000-\$199,999	>\$200,000	

Q1g. Other

Very Satisfied	0.0%	33.3%	0.0%	7.7%	11.1%	5.9%	7.7%
Satisfied	0.0%	33.3%	0.0%	0.0%	0.0%	5.9%	3.3%
Neutral	0.0%	0.0%	0.0%	0.0%	5.6%	0.0%	2.2%
Dissatisfied	0.0%	33.3%	42.9%	23.1%	8.3%	35.3%	19.8%
Very Dissatisfied	100.0%	0.0%	57.1%	69.2%	75.0%	52.9%	67.0%

**Q2. Which two of these features impacting drinking water quality are most important to you?**

N=768

Q18. What is your total annual household income?							Total
Under \$25,000	\$25,000-\$49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000-\$199,999	>\$200,000		

Q2. Top choice

The taste of your drinking water	55.6%	59.0%	59.3%	61.0%	58.3%	54.6%	57.8%
The color of your drinking water	11.1%	17.9%	15.3%	5.0%	12.3%	7.7%	11.1%
The smell of your drinking water	0.0%	2.6%	3.4%	1.0%	2.9%	1.5%	2.2%
Water pressure for your drinking water	0.0%	0.0%	0.0%	1.0%	2.2%	3.8%	2.1%
How well you are informed about disruptions to service	0.0%	0.0%	0.0%	1.0%	0.7%	0.0%	0.5%
How well you are informed about the quality & safety	11.1%	12.8%	15.3%	21.0%	16.3%	24.6%	17.7%
Other	0.0%	2.6%	5.1%	4.0%	3.6%	4.6%	4.0%

**Q2. Which two of these features impacting drinking water quality are most important to you?**

N=768

Q18. What is your total annual household income?							Total
Under \$25,000	\$25,000-\$49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000-\$199,999	>\$200,000		

Q2. 2nd choice

The taste of your drinking water	11.1%	28.2%	25.4%	16.0%	21.0%	30.0%	22.7%
The color of your drinking water	55.6%	28.2%	32.2%	28.0%	31.2%	26.9%	31.1%
The smell of your drinking water	11.1%	17.9%	13.6%	25.0%	22.1%	16.2%	19.3%
Water pressure for your drinking water	0.0%	7.7%	10.2%	16.0%	11.6%	10.0%	11.5%
How well you are informed about disruptions to service	0.0%	0.0%	1.7%	3.0%	1.8%	2.3%	1.8%
How well you are informed about the quality & safety	0.0%	2.6%	11.9%	2.0%	2.9%	5.4%	4.6%
Other	0.0%	0.0%	3.4%	1.0%	1.8%	3.1%	1.7%

**Q2. Which two of these features impacting drinking water quality are most important to you?**

N=768

Q18. What is your total annual household income?						Total
Under \$25,000	\$25,000-\$49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000-\$199,999	>\$200,000	

Q2. Sum of top two choices

The taste of your drinking water	66.7%	87.2%	84.7%	77.0%	79.3%	84.6%	80.5%
The color of your drinking water	66.7%	46.2%	47.5%	33.0%	43.5%	34.6%	42.2%
The smell of your drinking water	11.1%	20.5%	16.9%	26.0%	25.0%	17.7%	21.5%
Water pressure for your drinking water	0.0%	7.7%	10.2%	17.0%	13.8%	13.8%	13.5%
How well you are informed about disruptions to service	0.0%	0.0%	1.7%	4.0%	2.5%	2.3%	2.3%
How well you are informed about the quality & safety	11.1%	15.4%	27.1%	23.0%	19.2%	30.0%	22.3%
Other	0.0%	2.6%	8.5%	5.0%	5.4%	7.7%	5.7%

**Q3. How satisfied are you with the overall quality of your drinking water?**

N=768

Q18. What is your total annual household income?						Total
Under \$25,000	\$25,000-\$49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000-\$199,999	>\$200,000	

Q3. How satisfied are you with the overall quality of your drinking water?

Very Satisfied	11.1%	12.8%	23.7%	12.0%	9.1%	16.2%	12.8%
Satisfied	22.2%	20.5%	33.9%	37.0%	28.6%	29.2%	30.9%
Neutral	0.0%	33.3%	15.3%	14.0%	20.3%	16.9%	18.0%
Dissatisfied	44.4%	15.4%	20.3%	23.0%	27.2%	22.3%	23.2%
Very Dissatisfied	22.2%	15.4%	6.8%	12.0%	12.3%	12.3%	12.6%
Don't Know	0.0%	2.6%	0.0%	2.0%	2.5%	3.1%	2.6%



**Q4. Is the quality of your drinking water today compared to 5 years ago:**

N=768

Q18. What is your total annual household income?						Total
Under \$25,000	\$25,000-\$49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000-\$199,999	>\$200,000	

Q4. Is the quality of your drinking water today:

Much Better	0.0%	0.0%	3.4%	5.0%	1.8%	1.5%	2.0%
Better	0.0%	10.3%	13.6%	10.0%	10.9%	12.3%	10.4%
The Same	77.8%	53.8%	52.5%	55.0%	55.1%	50.8%	55.9%
Worse	0.0%	10.3%	8.5%	8.0%	10.1%	8.5%	8.7%
Much Worse	0.0%	2.6%	1.7%	3.0%	4.0%	4.6%	4.0%
Don't Know	22.2%	23.1%	20.3%	19.0%	18.1%	22.3%	19.0%

**Q5. Do you have water softener equipment?**

N=768

<u>Q18. What is your total annual household income?</u>						<u>Total</u>
	Under \$25,000	\$25,000-\$49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000-\$199,999	>\$200,000

Q5. Do you have water softener equipment?

Yes	77.8%	92.3%	91.4%	90.0%	97.8%	98.5%	95.7%
No	22.2%	7.7%	8.6%	10.0%	2.2%	1.5%	4.3%

**Q6. Do you have an iron removal system?**

N=768

<u>Q18. What is your total annual household income?</u>						<u>Total</u>
	Under \$25,000	\$25,000-\$49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000-\$199,999	>\$200,000

Q6. Do you have an iron removal system?

Yes	44.4%	31.6%	33.9%	36.0%	52.7%	61.4%	48.2%
No	55.6%	68.4%	66.1%	64.0%	47.3%	38.6%	51.8%

**Q7. Do you or members of your household drink bottled water at your residence because of concerns regarding the quality of your drinking water?**

N=768

Q18. What is your total annual household income?						Total
				\$100,		
	\$25,	\$50,	\$75,	000-		
Under	000-	000-	000-	\$199,	>\$200,	
\$25,000	\$49,999	\$74,999	\$99,999	999	000	

**Q7. Do you drink bottled water because of concerns about drinking water quality?**

Yes	100.0%	53.8%	52.5%	57.0%	59.8%	49.2%	55.2%
No	0.0%	46.2%	47.5%	43.0%	40.2%	50.8%	44.8%

**Q8. Which one of the following best describes how often you and members of your household drink bottled water at your residence?**

N=768

<u>Q18. What is your total annual household income?</u>						<u>Total</u>
	Under \$25,000	\$25,000-\$49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000-\$199,999	>\$200,000

Q8. How often do you drink bottled water at your residence?

Daily	88.9%	90.5%	83.9%	78.9%	78.8%	83.1%	81.4%
Several times per week	0.0%	9.5%	6.5%	12.3%	13.3%	15.4%	12.5%
Once per week	0.0%	0.0%	3.2%	1.8%	1.8%	0.0%	1.4%
A few times per month	11.1%	0.0%	3.2%	5.3%	5.5%	0.0%	3.8%
A few times per year	0.0%	0.0%	3.2%	1.8%	0.6%	1.5%	0.9%

**Q9. Please check the one option that best describes how much you spend per month for in-home water treatment equipment and bottled drinking water:**

N=768

Q18. What is your total annual household income?							Total
				\$100,000-			
	\$25,000-	\$50,000-	\$75,000-	\$199,999	>\$200,000		
Under \$25,000	\$49,999	\$74,999	\$99,999	999	000		

**Q9. How much do you spend per month for in-home water treatment & bottled water?**

Nothing	11.1%	10.3%	5.1%	6.0%	2.9%	7.7%	6.0%
\$1-\$25 per month	11.1%	51.3%	54.2%	41.0%	36.2%	30.0%	39.1%
\$26-\$50 per month	55.6%	23.1%	23.7%	32.0%	32.2%	28.5%	29.5%
\$51-\$100 per month	22.2%	10.3%	8.5%	12.0%	20.7%	21.5%	17.1%
\$101-\$150 per month	0.0%	0.0%	5.1%	7.0%	4.7%	6.2%	4.8%
Over \$151 per month	0.0%	5.1%	3.4%	2.0%	3.3%	6.2%	3.4%

**Q10. Please check all of the following options that you would consider for the supply of drinking water at your residence.**

N=768

Q18. What is your total annual household income?						Total
Under \$25,000	\$25,000-\$49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000-\$199,999	>\$200,000	

Q10. Please check all of the options for supply of drinking water you would consider.

Detroit Water and Sewerage Dept supplied water	22.2%	51.3%	37.3%	53.0%	60.5%	55.4%	54.0%
Your current groundwater supply	11.1%	48.7%	62.7%	47.0%	45.3%	50.0%	48.0%
A centralized groundwater iron removal/softening treatment	88.9%	53.8%	64.4%	61.0%	68.1%	67.7%	64.7%
None of the above	11.1%	5.1%	3.4%	6.0%	4.3%	3.8%	5.2%

**Q11. Which TWO of the supplies of drinking water do you most prefer using at your residence?**

N=768

Q18. What is your total annual household income?						Total
Under \$25,000	\$25,000-\$49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000-\$199,999	>\$200,000	

Q11. Top choice

Detroit Water and Sewerage Dept supplied water	22.2%	41.0%	23.7%	38.0%	39.1%	36.2%	36.7%
Your current groundwater supply	22.2%	20.5%	40.7%	29.0%	23.7%	26.2%	26.3%
A centralized groundwater iron removal/softening treatment	44.4%	35.9%	27.1%	26.0%	31.4%	26.9%	28.1%
None chosen	11.1%	2.6%	8.5%	7.0%	5.8%	10.8%	8.9%



**Q11. Which TWO of the supplies of drinking water do you most prefer using at your residence?**

N=768

Q18. What is your total annual household income?							Total
Under \$25,000	\$25,000-\$49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000-\$199,999	>\$200,000		

Q11. 2nd choice

Detroit Water and Sewerage Dept supplied water	20.0%	20.7%	19.0%	18.9%	25.7%	17.4%	21.3%
Your current groundwater supply	20.0%	41.4%	28.6%	20.3%	22.8%	28.3%	25.6%
A centralized groundwater iron removal/softening treatment	60.0%	37.9%	52.4%	60.8%	51.5%	54.3%	53.1%

**Q11. Which TWO of the supplies of drinking water do you most prefer using at your residence?**

N=768

<u>Q18. What is your total annual household income?</u>							<u>Total</u>
<u>Under \$25,000</u>	<u>\$25,000-\$49,999</u>	<u>\$50,000-\$74,999</u>	<u>\$75,000-\$99,999</u>	<u>\$100,000-\$199,999</u>	<u>&gt;\$200,000</u>		

Q11. Sum of top two choices

Detroit Water and Sewerage Dept supplied water	33.3%	56.4%	37.3%	52.0%	58.0%	48.5%	51.8%
Your current groundwater supply	33.3%	51.3%	61.0%	44.0%	40.6%	46.2%	44.5%
A centralized groundwater iron removal/softening treatment	77.8%	64.1%	64.4%	71.0%	69.6%	65.4%	66.0%
None chosen	11.1%	2.6%	8.5%	7.0%	5.8%	10.8%	8.9%

**Q12. How much more would you be willing to spend per month for a more aesthetically pleasing water supply?**

N=768

Q18. What is your total annual household income?						Total
Under \$25,000	\$25,000-\$49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000-\$199,999	>\$200,000	

Q12. How much more would you be willing to spend for aesthetically pleasing water?

\$5 or less	75.0%	51.6%	73.6%	62.0%	48.8%	52.2%	58.0%
\$6 to \$10	0.0%	19.4%	13.2%	9.8%	11.6%	13.0%	12.1%
\$11 to \$15	0.0%	0.0%	1.9%	2.2%	3.5%	2.6%	2.7%
\$16 to \$20	12.5%	12.9%	3.8%	2.2%	10.5%	8.7%	7.8%
\$21 to \$30	12.5%	16.1%	1.9%	8.7%	14.0%	12.2%	10.0%
\$31 or more	0.0%	0.0%	5.7%	15.2%	11.6%	11.3%	9.4%

**Q13. Please check the two most important reasons for you to change the treatment of your current source or the supply of your drinking water:**

N=768

Q18. What is your total annual household income?							Total
Under \$25,000	\$25,000-\$49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000-\$199,999	>\$200,000		

Q13. Most important reason for you to change the source/treatment of your water?

The taste of the water were better	55.6%	66.7%	49.2%	60.0%	62.7%	59.2%	59.2%
The color of the water were better	33.3%	35.9%	35.6%	37.0%	39.9%	35.4%	36.8%
The smell of the water were better	22.2%	15.4%	10.2%	14.0%	15.2%	15.4%	13.5%
The fees for new/treated supply were the same as current fee	11.1%	51.3%	54.2%	44.0%	42.8%	36.9%	43.0%
Other	11.1%	5.1%	20.3%	21.0%	19.9%	26.2%	20.7%

**Q17. Approximately how many years have you lived in Oakland Township?**

N=768

<u>Q18. What is your total annual household income?</u>							<u>Total</u>
<u>Under \$25,000</u>	<u>\$25,000-\$49,999</u>	<u>\$50,000-\$74,999</u>	<u>\$75,000-\$99,999</u>	<u>\$100,000-\$199,999</u>	<u>&gt;\$200,000</u>		

Q17. Approximately how many years have you lived in Oakland Township?

3 or less	12.5%	16.2%	16.1%	11.6%	12.1%	15.3%	12.7%
4 or 5	0.0%	8.1%	3.6%	7.4%	11.7%	9.7%	8.9%
6 to 10	0.0%	24.3%	14.3%	23.2%	31.4%	33.9%	28.5%
11 to 15	50.0%	8.1%	28.6%	22.1%	26.5%	25.0%	24.5%
16 to 20	12.5%	8.1%	10.7%	16.8%	10.2%	12.1%	11.8%
21 to 30	12.5%	16.2%	19.6%	10.5%	3.4%	2.4%	7.1%
31+	12.5%	18.9%	7.1%	8.4%	4.5%	1.6%	6.4%

**Q18. What is your total annual household income?**

N=768

Q18. What is your total annual household income?							Total
Under \$25,000	\$25,000-\$49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000-\$199,999	>\$200,000		

Q18. What is your total annual household income?

Under \$25,000	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%
\$25,000-\$49,999	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	6.4%
\$50,000-\$74,999	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	9.6%
\$75,000-\$99,999	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	16.3%
\$100,000-\$199,999	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	45.0%
>\$200,000	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	21.2%

**Q18. What is your total annual household income? (without "Declined")**

N=768

Q18. What is your total annual household income?							Total
Under \$25,000	\$25,000-\$49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000-\$199,999	>\$200,000		

Q18. What is your total annual household income?

Under \$25,000	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%
\$25,000-\$49,999	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	6.4%
\$50,000-\$74,999	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	9.6%
\$75,000-\$99,999	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	16.3%
\$100,000-\$199,999	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	45.0%
>\$200,000	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	21.2%

**Q19. Respondents' Gender:**

N=768

Q18. What is your total annual household income?						Total
Under \$25,000	\$25,000-\$49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000-\$199,999	>\$200,000	

Q19. Respondents' Gender

Male	33.3%	48.7%	59.3%	70.0%	64.1%	65.4%	62.1%
Female	66.7%	51.3%	40.7%	30.0%	35.9%	34.6%	37.9%



*Section 6:*  
*Tabular Data*

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**Q1. Please rate overall satisfaction with each feature of your drinking water:**

(N=768)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q1a. The taste of your drinking water	14.1%	28.4%	22.0%	19.7%	13.5%	2.3%
Q1b. The color of your drinking water	13.8%	29.0%	15.9%	20.7%	19.1%	1.4%
Q1c. The smell of your drinking water	16.1%	32.4%	25.5%	17.2%	7.0%	1.7%
Q1d. Water pressure for your drinking water	21.9%	39.8%	16.8%	14.2%	5.3%	2.0%
Q1e. How well you are informed about disruptions in your drinking water services	26.3%	44.8%	14.6%	4.8%	2.6%	6.9%
Q1f. How well you are informed about the quality & safety of your drinking water	17.6%	36.5%	24.2%	11.7%	6.8%	3.3%
Q1g. Other	4.9%	2.1%	1.4%	12.6%	42.7%	36.4%

**Without “Don’t Know” Responses:****Q1. Please rate overall satisfaction with each feature of your drinking water: (without "Don't Know")**

(N=768)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q1a. The taste of your drinking water	14.4%	29.1%	22.5%	20.1%	13.9%
Q1b. The color of your drinking water	14.0%	29.5%	16.1%	21.0%	19.4%
Q1c. The smell of your drinking water	16.4%	33.0%	26.0%	17.5%	7.2%
Q1d. Water pressure for your drinking water	22.3%	40.6%	17.1%	14.5%	5.4%
Q1e. How well you are informed about disruptions in your drinking water services	28.3%	48.1%	15.7%	5.2%	2.8%
Q1f. How well you are informed about the quality & safety of your drinking water	18.2%	37.7%	25.0%	12.1%	7.0%
Q1g. Other	7.7%	3.3%	2.2%	19.8%	67.0%

**Q1. Other**

Q1g-Other

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ACCURACY OF WATER TEST  
ANNUALLY FLUSHING  
ARSENIC LEVEL  
BRING IN CITY WATER  
CHEMICALS FOUND IN WATER  
CHEMICALS/CONTAINMENT  
CHLORINE/FLUORINE CONTENT  
COMMUNICATION  
COMMUNITY WELL  
COMMUNITY WELL WATER  
CONDITION OF WATER  
COST  
COST  
COST OF STAINED PORCELAIN  
DON'T WANT DETROIT WATER  
DONT DRINK THE WATER  
EXPENSE  
FILTERING IRON, ETC  
FLUSHING  
FLUSHING OF SYSTEM 2X YR  
FOGGED WATER ON OCCASION  
FREQUENT FLUSHING LINES  
H2O CONTAINS LOW ARSENIC  
HARD WATER  
HARD WATER  
HARDNESS  
HARDNESS-WATER VERY HARD  
HARNES (LIME & IRON)  
HAVE SOFTENER/IRON  
HAVE WATER TREATMENT  
HAVING PRETREAT THE WATER  
HEALTH QUALITY OF WATER  
HEALTH/SAFETY/HEAVY MINER  
HIGH AMOUNT OF RUST  
HIGH LEVEL OF RUST  
HOW HARD WATER IS  
INCONSISTENT COLOR  
IRON CONTENT  
IRON CONTENT  
IRON CONTENT  
IRON CONTENT  
IRON CONTENT  
IRON CONTENT TOO HIGH  
IRON CONTENT VERY HIGH  
IRON IN WATER  
IRON LEVEL TOO HIGH  
IRON REMOVAL  
LACK OF CITY WATER  
LAST SUMMERS WATER QUALITY  
LIKE TO KNOW ARSENIC LEVEL  
LOTS OF FIBER/IRON

**Q1. Other**

Q1g-Other

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LOW COST  
MAKES WASHING DINGY  
MINERAL BUILD UP  
MINERAL/CALCIUM DEPOSITS  
MINERAL STAINS  
MINERALS IN WATER  
MINERALS IN WELL WATER  
NEED TESTED FOR QUALITY  
NEVER HAVE SYSTEM FLUSHED  
NOT HAVING DETROIT WATER  
ONLY AFTER TREATMENT  
ONLY DRINK WATER FILTERED  
OVERALL QUALITY  
PRICE  
QUALITY PH  
RUST  
RUST COLORED WATER  
RUST IN WATER  
RUST SEDIMENT POOR QUALITY  
RUSTY/DIRTY  
RUSTY/YELLOW/IRON STAIN  
SAFE/QUALITY  
SAFETY  
SAFETY/CONTAMINATIONS  
SAFETY/HEALTHY  
SAFETY IS A CONCERN  
SAFETY OF DRINKING WATER  
SAFETY OF WATER  
SEDIMENT AND RUST IN H2O  
SEDIMENT BUILDING IN PIPE  
SEDIMENT IN WATER IN SPRING  
SILT/SEDIMENT  
SOLID PARTICLES  
TASTE STILL OFF  
TESTED & BACK FLUSHED  
TIMING OF FLUSH OUTS  
TOO MUCH IRON IN WATER  
TOO MUCH RUST IN WATER  
TOO MUCH SODIUM  
UNDERSTANDABLE TERMS  
USE REVERSE OSMOSIS  
VERY HARD WATER  
WATER GETTING IS POOR  
WATER HARDNESS  
WATER IS BROWN SOMETIMES  
WATER IS ORANGE  
WATER QUALITY FOR APRIL  
WATER SEDIMENT

**Q2. Which two of these features impacting drinking water quality are most important to you?**

<u>Q2. Top choice</u>	<u>Number</u>	<u>Percent</u>
The taste of your drinking water	444	57.8 %
The color of your drinking water	85	11.1 %
The smell of your drinking water	17	2.2 %
Water pressure for your drinking water	16	2.1 %
How well you are informed about disruptions to service	4	0.5 %
How well you are informed about the quality & safety	136	17.7 %
<u>Other</u>	<u>31</u>	<u>4.0 %</u>
Total	768	100.0 %

**Q2. Which two of these features impacting drinking water quality are most important to you?**

<u>Q2. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
The taste of your drinking water	174	22.7 %
The color of your drinking water	239	31.1 %
The smell of your drinking water	148	19.3 %
Water pressure for your drinking water	88	11.5 %
How well you are informed about disruptions to service	14	1.8 %
How well you are informed about the quality & safety	35	4.6 %
<u>Other</u>	<u>13</u>	<u>1.7 %</u>
Total	768	100.0 %

**Q2. Which two of these features impacting drinking water quality are most important to you?**

<u>Q2. Sum of top two choices</u>	<u>Number</u>	<u>Percent</u>
The taste of your drinking water	618	80.5 %
The color of your drinking water	324	42.2 %
The smell of your drinking water	165	21.5 %
Water pressure for your drinking water	104	13.5 %
How well you are informed about disruptions to service	18	2.3 %
How well you are informed about the quality & safety	171	22.3 %
<u>Other</u>	<u>44</u>	<u>5.7 %</u>
Total	1536	

**Q3. How satisfied are you with the overall quality of your drinking water?**

Q3. How satisfied are you with the overall quality of your drinking water?	Number	Percent
Very Satisfied	98	12.8 %
Satisfied	237	30.9 %
Neutral	138	18.0 %
Dissatisfied	178	23.2 %
Very Dissatisfied	97	12.6 %
Don't Know	20	2.6 %
Total	768	100.0 %

**Without "Don't Know" Responses:****Q3. How satisfied are you with the overall quality of your drinking water? (without "Don't Know")**

Q3. How satisfied are you with the overall quality of your drinking water?	Number	Percent
Very Satisfied	98	13.1 %
Satisfied	237	31.7 %
Neutral	138	18.4 %
Dissatisfied	178	23.8 %
Very Dissatisfied	97	13.0 %
Total	748	100.0 %

**Q4. Is the quality of your drinking water today compared to 5 years ago:**

Q4. Is the quality of your drinking water today:	Number	Percent
Much Better	15	2.0 %
Better	80	10.4 %
The Same	429	55.9 %
Worse	67	8.7 %
Much Worse	31	4.0 %
Don't Know	146	19.0 %
Total	768	100.0 %

**Without "Don't Know" Responses:****Q4. Is the quality of your drinking water today compared to 5 years ago: (without "Don't Know")**

Q4. Is the quality of your drinking water today:	Number	Percent
Much Better	15	2.4 %
Better	80	12.9 %
The Same	429	69.0 %
Worse	67	10.8 %
Much Worse	31	5.0 %
Total	622	100.0 %



**Q5. Do you have water softener equipment?**

<u>Q5. Do you have water softener equipment?</u>	<u>Number</u>	<u>Percent</u>
Yes	734	95.6 %
No	33	4.3 %
Not Provided	1	0.1 %
Total	768	100.0 %

**Without Not Provided:****Q5. Do you have water softener equipment (without Not Provided)?**

<u>Q5. Do you have water softener equipment?</u>	<u>Number</u>	<u>Percent</u>
Yes	734	95.7 %
No	33	4.3 %
Total	767	100.0 %



**Q5a. If yes, who is the manufacturer of your equipment?**

Q5a IF Yes who is the manufacturer

CONDO BUILDING UNIT

CONDO COMPLEX

CULLIGAN

CULLIGAN

CULLIGAN

CULLIGAN

CULLIGAN

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**Q5a. If yes, who is the manufacturer of your equipment?**

Q5a IF Yes who is the manufacturer

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CULLIGAN  
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CULLIGAN  
CULLIGAN  
CULLIGAN  
CULLIGAN  
CULLIGAN  
CULLIGAN  
CULLIGAN + IRON FILTER  
CULLIGAN SOFTENER & REVERSE  
DON'T FIND NUMBER ON IT  
DON'T KNOW  
DON'T KNOW  
DON'T KNOW  
DON'T KNOW – CONDO ASSOCIATION  
DON'T KNOW; IT'S OLD  
DON'T LIKE SALT – USE RARELY  
EASY WATER  
ECO WATER  
ECO WATER  
ECONOMINDER  
ECONOMINDER  
ECOWATER  
ECOWATER SYSTEMS  
ELECTRONIC IONIZING  
ENTING  
ENVIRNOMENTAL WATER SERVICES  
ENVIRONMENTAL SERVICES  
ENVIRONMENTAL WATER SERVICE  
ENVIRONMENTAL WATER SERVICE  
ENVIRONMENTAL WATER SERVICE  
ENVIRONMENTAL WATER SERVICES  
ENVIRONMENTAL WATER SOLUTIONS  
FLECK  
FLECK  
GE  
GE









**Q5a. If yes, who is the manufacturer of your equipment?**

Q5a IF Yes who is the manufacturer

---

SEARS  
SEARS  
SEARS  
SEARS KENMORE  
SEARS KENMORE  
SEARS KENMORE  
SEARS KENMORE DELUXE DEMAND  
STD COMPONENT BY PLUMBER/INSTA  
STERLING  
STERLING WATER SYSTEM  
STERLING WATER SYSTEM  
STRUCTURAL AQUATEK  
TECHNETIC  
TECHNETIC  
TECHNETIC  
TOO MUCH WORK  
TRUSCO  
UNKNOWN  
UNKNOWN  
UNKNOWN  
UNKNOWN  
UNKNOWN  
UNKNOWN  
UNKNOWN  
UNKNOWN  
US  
WATER BOSS  
WATER BOSS  
WATER BOSS/INTELLIUS  
WATER DEPOT  
WHIRLPOOL  
WHIRLPOOL  
WHIRLPOOL  
WHIRLPOOL  
WHIRLPOOL  
WHIRLPOOL  
WOLVERINE  
WOLVERINE  
WOLVERINE  
WOLVERINE  
ZOELLER

**Q5b. What is your equipment model?**

Q5b What is your equipment model

---

#1054  
#2510  
#FSA60  
01014042  
01014042  
01014042  
01014042 24V 60HZ 45 W  
0710982  
1000  
1000  
1000  
1103 D 00 76  
1550-TC  
1550-TZ  
1QUIX10  
1S100X  
2000 SERIES  
2510  
255-T-32 3/4B.P  
255 VALVE/400 SERIES  
255 VALVE/400 SERIES  
259X1369  
260/760  
300 SERIES  
30195, AQUA CLEAR  
370  
40,000 GRAIN METERED SYSTEM  
480  
50 CAP  
5000E  
515238  
56-T-32 3/4 BD  
5600  
5600  
5600  
5600 ECONOMINDER  
5600 FXT  
567-32L  
625-348570  
700 SERIES  
7000  
9000  
9000 ECONOMINDER  
9100  
AC15  
AD9130JT  
AQU4OAT-8  
AQUA TWIN  
AQUATWIN 9130/AQUAFLO 3000  
AVID  
BESM15015-DL

**Q5b. What is your equipment model?**

Q5b What is your equipment model

---

BURM FILTER  
CIM 90A  
CONDO ASSOC MAINT  
CPA  
CS100J  
CSM150-IJ-DL  
CULLIGAN  
DEMAND WATER SOFTENER  
DON'T KNOW  
DON'T KNOW  
EC 4  
EC4  
EC475 CV110 VT PT OD  
ESTATE 2  
FM-50  
G203E0225  
GENIUS II WATER SOFTENER  
GFSX39E  
GOLD SERIES TANK  
GXSF 40401  
GXSF39800  
GXSF40H  
H150-TC  
HAGUE MAXIMIZER SERIES 96  
HI-FLO 3 WATER SOFTENER  
INTELLIS  
INTELLISOFT 420  
IRON BREAKER  
JK 09271497 MEDALIST SERIES  
JLHE-48  
JLMHE-32  
JLPM-40  
JLPM-40  
JLPM-40  
JLPM32  
JSDM 40  
JSPHE-40  
JSPN-40  
JTS-64  
JTSE 32  
JTSP-48  
K-60  
KENMORE  
KENMORE 425  
LAKELAND III  
LCS2001  
LCSM25015  
LM-40  
MARK 100 ACCUSOFT  
MARK 100 SOFT MINDER O1OO3495  
MARK 40

**Q5b. What is your equipment model?**

Q5b What is your equipment model

---

MARK 512  
MARK 89/3526-82  
MCA1000  
MCWS SERIES  
MEDALIST  
MEDALIST  
MEDALIST  
MEDALIST 01014042  
MEDALIST III 2ND  
MEDALIST PLUS  
MEDALIST PLUS SERIES  
MEDALIST PLUS SERVICE  
MEDALIST SER 01014042  
MEDALIST SERIES  
MEDALIST SERIES  
MEDALIST SERIES  
MEDALIST SERIES 30  
MEDALIST SERIES 30  
MEDALIST SERIES 30  
MEDALIST SERIES 45 SOFTENER  
MEDALIST SERIES 8U  
MEDALIST SERIES AUTOMATIC  
MEDALLION GOLD  
MODEL 2510 ECOMOMINDER  
MODEL 4000  
MODEL III 443N CONTROLLER  
MSD 30D  
NBW 2000  
NMS 1500  
NMS 1501Y  
NOT AVAILABLE  
NOT LISTED  
NSM1500J-DL  
OLD ORIGINAL UNIT  
PRESSURE TANK  
RAPID RINSE  
REGAN  
RENTED  
REYNOLDS WATER  
SEARS  
SERIES 155/440 CONTROL  
SERIES 225 VALVE/440 CONTROL  
SERIES 255 VALVE/440 CENTRAL  
SERIES 255 VALVE/440 CONTROL  
SERIES 255 VALVE/460I  
SERIES 255 VALVE/460I  
SERIES 30  
SERIES 420  
SMART WATER  
SMART WATER GXSF40H  
SMARTWATER

**Q5b. What is your equipment model?**

Q5b What is your equipment model

SMARTWATER  
SOFTFLOW & RO FOR DRINKING  
SOFTMINDER TWIN  
SOFTSTREAM HIGH EFFICIENCY  
SOFTSTREAM JSPHE 48  
SPM40  
STANDARD SOFTENER  
SUPER S  
SUPER S  
SUPER S  
SUPER S  
TC 100V 110V PT OD  
TECHNETIC 1000  
TECHNETIC 1000  
TOP  
TS 155  
ULRASOFT 200  
ULTRA SOFT 250  
ULTRASOFT 275  
ULTRASOFT 480  
UNKNOWN  
UNKNOWN  
UNKNOWN  
UNKNOWN  
UNKNOWN  
UNKNOWN  
UNKNOWN  
UNKNOWN  
UNKNOWN BUT EXPENSIVE ONE  
UNKNOWN BUT IT WAS TOP MODEL  
WG 1040  
WHE5 30  
WHE540  
WHES30  
WHES40

**Q6. Do you have an iron removal system?**

<u>Q6. Do you have an iron removal system?</u>	<u>Number</u>	<u>Percent</u>
Yes	366	47.7 %
No	394	51.3 %
None chosen	8	1.0 %
Total	768	100.0 %

**Without Not Provided:****Q6. Do you have an iron removal system (without Not Provided)?**

<u>Q6. Do you have an iron removal system?</u>	<u>Number</u>	<u>Percent</u>
Yes	366	48.2 %
No	394	51.8 %
Total	760	100.0 %

**Q6a. If yes, who is the manufacturer of your equipment?**

Q6a Manufacturer of equipment

ENVIRONMENTAL WATER SERVICE

GE APPLIANCE

RAIN SOFT

USE RED OUT SALT

3M

AMERICAN HYDRO SYSTEMS

AMERICAN HYDRO SYSTEMS

AQUA CLEAN

AQUAMERICA

AQUATEK

AQUATEK

AQUATEK

AQUATEK

AQUATEK

AQUATEK

AQUATEK

AQUATEK

AQUATEK

AQUATEK

AQUATEK

AQUATEK

AQUATEK

AQUATEK IRON FILTRATION

AQUAWATER

AUTOTROL

AUTOTROL

BRITTA

BRITTA

CENTRALIZED

CHARGER

CHARGER

CLEARWATER SYSTEMS/KINETICO

CULLIGAN

CULLIGAN

CULLIGAN

CULLIGAN

CULLIGAN

CULLIGAN

CULLIGAN

CULLIGAN

CULLIGAN

CULLIGAN

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CULLIGAN





**Q6a. If yes, who is the manufacturer of your equipment?**

Q6a Manufacturer of equipment

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DON'T KNOW  
DON'T KNOW  
DON'T KNOW  
DON'T KNOW  
DON'T KNOW  
DON'T KNOW/CONDO ASSOCIATION  
ECOWATER  
ECOWATER SYSTEMS  
ENVIRONMENTAL WATER SERVICE  
ENVIRONMENTAL WATER SERVICES  
ENVIRONMENTAL WATER SYSTEMS  
EWS  
FILOX REGEN TANK BY PLUMBER  
FILTER  
FILTER (2)  
FILTER/SPECIALTY SALT  
FLECK  
FLECK  
GE  
GE  
GE  
GE  
GE  
GE  
GE  
GE  
GE  
GE FILTERS IN SERIES  
GE SMARTWATER  
HAD ONE  
HAGUE  
HAVE PREFILTER & SOFTENER  
HELLENBRAND  
HELLENBRAND  
HOUSE FILTER  
HYDRO-QUAD  
IDO RUST  
IRON CURTAIN  
IRON CURTAIN  
IRON CURTAIN SYSTEM  
KENMORE FILTER IN REFRGERATOR  
KINETICO  
KINETICO  
KINETICO  
MAYTAG  
MCCLEAN  
MCCLEAN  
MCCLEAN  
MCCLEAN  
NOT IN SERVICE  
NOT SURE  
NOT SURE



**Q6a. If yes, who is the manufacturer of your equipment?**

Q6a Manufacturer of equipment

---

USE REVERSE OSMOSIS SYSTEM

WATTS

WATTS PREMIER

WHIRLPOOL

WHOLE HOUSE FILTER

WOLVERINE

ZOELLER

**Q6b. What is your equipment model?**

Q6b Equipment model

---

#2510  
#FSA60  
1001030  
10202507  
1060F 08 NO MEDIA  
1550-TC  
255 VALVE/400 SERIES  
259X1369  
30195  
50 FX-8-.75 3/4 B.P  
50XF875  
5600  
6QF12  
85 MPHP5  
85 MPHPS  
85P1HB  
9000  
AQUA-CLEER  
CARBON  
CBW3001  
CLEARSTREAM FILTERING SYSTEM  
CONDO ASSOC MAINT  
CULLIGAN  
CXWHO4F  
EC4  
ESTATE-1  
EWS-1054P  
FMC 100  
FMC-100  
FP-100  
FPC-100  
FPC-100  
GXWH08C01  
GXWH35F  
HD-950  
HF 360  
HLELLENBRAN WMZ-IC-12  
INLINE FILTER CANISTER  
IRON BREAKER  
IRON CURTAIN  
IRON CURTAIN SYSTEM  
JLHE-64 JSS-LD-12 FMS5-50  
JLMP32  
JSC SF 10  
L-SS CONTROL SYSTEM  
LMCA2001  
MEDALIST  
MEDALIST PLUS  
MEDALIST SERIES  
NEBM15015-DL  
NMS 1000

**Q6b. What is your equipment model?**

Q6b Equipment model

---

NO LONGER DO  
NOT AVAILABLE  
NSMIS00  
OXY3-SERIES 30  
PDSM 3M 150  
PRIVATE BRAND  
PRO MAX 4001  
RID O RUST  
RO 3500  
RS14-DS  
SEARS  
SERIES 163  
SERIES 255 VALVE/440 CONTROL  
SMART WATER  
SMART WATER 392  
SMARTWATER GXWM35F  
SOFTENER  
SPM 40  
SSA OC 7  
ST5-96  
SUPER S  
SUPER S  
SUPER S  
SUPER S  
SUPER S  
SUPER S  
THINK USES SALT  
TOP  
UNABLE TO READ MODEL #  
UNKNOWN  
WG 1040  
WHKF DWH BB  
WHOLE HOUSE FILTRATION  
WP-2 CCV

**Q7. Do you or members of your household drink bottled water at your residence because of concerns regarding the quality of your drinking water?**

Q7. Do you drink bottled water because of concerns about drinking water quality?	Number	Percent
Yes	424	55.2 %
No	344	44.8 %
Total	768	100.0 %

**Q8. Which one of the following best describes how often you and members of your household drink bottled water at your residence?**

Q8. How often do you drink bottled water at your residence?	Number	Percent
Daily	345	81.2 %
Several times per week	53	12.5 %
Once per week	6	1.4 %
A few times per month	16	3.8 %
A few times per year	4	0.9 %
Don't Know	1	0.2 %
Total	425	100.0 %

**Q9. Please check the one option that best describes how much you spend per month for in-home water treatment equipment and bottled drinking water:**

Q9. How much do you spend per month for in-home water treatment & bottled water?	Number	Percent
Nothing	46	6.0 %
\$1-\$25 per month	299	38.9 %
\$26-\$50 per month	226	29.4 %
\$51-\$100 per month	131	17.1 %
\$101-\$150 per month	37	4.8 %
Over \$151 per month	26	3.4 %
Don't Know	3	0.4 %
Total	768	100.0 %

**Q10. Please check all of the following options that you would consider for the supply of drinking water at your residence.**

Q10. Please check all of the options for supply of drinking water you would consider.	Number	Percent
Detroit Water and Sewerage Dept supplied water	415	54.0 %
Your current groundwater supply	369	48.0 %
A centralized groundwater iron removal/softening treatment	497	64.7 %
None of the above	40	5.2 %
Total	1321	



**Q11. Which TWO of the supplies of drinking water do you most prefer using at your residence?**

<u>Q11. Top choice</u>	<u>Number</u>	<u>Percent</u>
Detroit Water and Sewerage Dept supplied water	281	36.6 %
Your current groundwater supply	201	26.2 %
A centralized groundwater iron removal/softening treatment	215	28.0 %
None chosen	68	8.9 %
Total	768	100.0 %

**Q11. Which TWO of the supplies of drinking water do you most prefer using at your residence?**

<u>Q11. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Detroit Water and Sewerage Dept supplied water	117	15.2 %
Your current groundwater supply	141	18.4 %
A centralized groundwater iron removal/softening treatment	292	38.0 %
Total	768	100.0 %

**Q11. Which TWO of the supplies of drinking water do you most prefer using at your residence?**

<u>Q11. Sum of top two choices</u>	<u>Number</u>	<u>Percent</u>
Detroit Water and Sewerage Dept supplied water	398	51.8 %
Your current groundwater supply	342	44.5 %
A centralized groundwater iron removal/softening treatment	507	66.0 %
None chosen	68	8.9 %
Total	1536	

**Q12. How much more would you be willing to spend per month for a more aesthetically pleasing water supply (without Not Provided)?**

Q12. How much more would you be willing to spend for aesthetically pleasing water?	Number	Percent
\$5 or less	393	58.0 %
\$6 to \$10	82	12.1 %
\$11 to \$15	18	2.7 %
\$16 to \$20	53	7.8 %
\$21 to \$30	68	10.0 %
\$31 or more	64	9.4 %
Total	678	100.0 %

**Q13. Please check the two most important reasons for you to change the treatment of your current source or the supply of your drinking water:**

Q13. Most important reason for you to change the source/treatment of your water?	Number	Percent
The taste of the water were better	455	59.2 %
The color of the water were better	283	36.8 %
The smell of the water were better	104	13.5 %
The fees for new/treated supply were the same as current fee	330	43.0 %
Other	159	20.7 %
Not Provided	35	4.6 %
Total	1366	

**Q13. Other**

Q13 Other

NO WATER SOFTENER  
 ABSOPURE DRINKING WATER  
 ALWAYS USE CULLIGAN  
 AM SATISFIED  
 AVOID DETROIT WATER SERVICES  
 AVOID FLUSHING SYSTEM  
 BETTER INFORMATION  
 BETTER QUALITY  
 BETTER QUALITY FLUORIDE  
 BETTER WATER PRESSURE  
 BRITA FILTER  
 CALCIUM/LIME BUILD UP  
 CHEMICALS FOUND IN WATER  
 CONTINUE USE BOTTLE WATER  
 COST LESS/QUALITY BETTER  
 COST WERE LESS  
 DAMAGE DONE TO DISHES  
 DETROIT H2O  
 DON'T DRINK; AFRAID TO  
 DON'T FEEL NEED TO CHANGE  
 DON'T WANT ANY CHANGES  
 DON'T WANT DETROIT WATER  
 DON'T WANT DETROIT WATER  
 DON'T WANT INCREASE BILL  
 DON'T WANT TO CHANGE  
 DON'T WANT TO CHANGE  
 DON'T WANT TO CHANGE  
 DONT DO IT  
 DONT WANT CHANGE  
 DONT WANT TO CHANGE  
 ELIMINATION OF SALT  
 FEES LOWERED  
 FEES WOULD BE MORE  
 FLUORIDE IN CITY WATER  
 FLUORIDE TREATEMENT  
 GET RID OF THE IRON

**Q13. Other**

## Q13 Other

---

GOT RID OF SOFT SYSTEM  
GROUNDWATER COMPROMISED  
HARD WATER  
HARDNESS  
HARDNESS  
HARDNESS  
HAVE NO OHER REASON  
HEALTH CONTENT OF WATER  
HEALTH OF THE WATER  
HEALTHIER OPTIONS  
HEALTHY WATER  
HIGHER WATER PRESSURE  
IF SUPPLY HAD NO ARSENIC  
INCOVENIENCE OF FLUSHING  
INCREASED PRESSURE  
IRON REMOVAL  
IRON REMOVAL  
IRON REMOVAL & SOFTENING  
IRON REMOVED & SOFTENER  
IRON RUINING PLUMBING  
IRON/RUST FROM PUMP HOUSE  
LACK OF WATER RESTRICTS  
LAUNDRY IRON STAINS  
LESS EXPENSIVE  
LESS IRON CONTENT  
LESS MINERAL RESIDUE  
LESS SEDIMENT  
LESS SODIUM  
LOWER COST OF WATER  
LOWER COST THAN CURRENT  
MAINTENANCE IS TROUBLESOME  
MINERAL DEPOSITS/RESIDUE  
MINERALS  
NO CHANGE  
NO CHANGE  
NO CHANGE  
NO CHANGE  
NO CHANGES  
NO CHANGES  
NO DETROIT WATER/SEWER  
NO DSDW NO  
NO FLOURINE/CHLORINE  
NO IRON  
NO MORE SALT/CLOG FILTERS  
NO NEED TO CHANGE  
NO REASON  
NO REASON  
NO REASON TO CHANGE  
NO REASON TO CHANGE  
NO REASON TO CHANGE  
NO REASON TO CHANGE

**Q13. Other**

Q13 Other

---

NO SEDIMENT CLOGGING  
NO SILT/SEDIMENT  
NO SOFTENING SYSTEM  
NON-SOFTENED WATER  
NOT DRINK DETROIT WATER  
NOT HAVE TO BUY SOFTENER  
NOT INTERESTED  
ONLY IF IT IS HEALTHIER  
OR LESS, #1 WOULD BE SAFE  
OVERALL QUALITY  
OVERALL QUALITY OF WATER  
PRESSURE  
PRESSURE  
PRESSURE  
PRICE  
QUALITY  
QUALITY  
QUALITY  
QUALITY AND SAFETY  
QUALITY/ARSENIC CONCERN  
QUALITY CONTENT  
QUALITY DETAILED REVIEW  
QUALITY/HEALTH/SAFETY  
QUALITY/LOWER COST  
QUALITY OF WATER  
QUALITY/SAFETY  
REDUCE IRON IN WATER  
REDUCE THE IRON CONTENT  
REMOVAL OF RUST/IRON  
REMOVAL OF THE RESIDUE  
REMOVAL OF WATER HARDNESS  
REMOVE CHLORIDE/FLUORIDE  
REMOVE MINERALS IN WATER  
REPLACEMENT HOT WATER TANK  
REQUIRES A LOT OF EFFORT  
RUST  
RUST ON HOUSES  
SAFE DRINKING WATER  
SAFER, MINERAL DEPOSITS  
SAFETY  
SAFETY  
SAFETY  
SAFETY  
SAFETY  
SAFETY  
SAFETY  
SAFETY  
SAFETY/CLEAN WATER  
SAFETY OF DRINKING WATER  
SAFETY OF THE WATER  
SAFETY OF THE WATER  
SAFETY OF WATER

**Q13. Other**

Q13 Other

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SAFETY/QUALITY

SAFETY/QUALITY

SEDIMENT

SEMI FREQUENT DISCOLORATION

SLIMY FEEL & RESIDUE

SOMETIMES WATER IS BROWN

STAINING ON SINK/TOILET

TO GET AWAY FROM WELL H2O

TOO MUCH RUST

TOTAL SUPPLY TO HOME

TOTALLY HAPPY

TOXIC CHEMICAL NOT SURE

UNHAPPY WITH CURRENT WATER

WATER IS FINE; USE FILTER

WATER PRESSURE

WATER PRESSURE

WATER PRESSURE

WATER PRESSURE

WATER PRESSURE

WATER PRESSURE

WATER QUALITY NO RUST

WOULDN'T CHANGE FROM WELL

**Q14. How many persons are living in your household (counting yourself):**

---

	Mean	Sum
number	3.10	2341
Q14. Under age 5	0.13	100
Ages 5-9	0.22	170
Ages 10-14	0.28	214
Ages 15-19	0.29	223
Ages 20-24	0.20	154
Ages 25-34	0.15	116
Ages 35-44	0.40	301
Ages 45-54	0.62	470
Ages 55-64	0.44	335
Ages 65-74	0.23	174
Ages 75+	0.11	84

**Q15. What is your age (without Not Provided)?**

<u>Q15. What is your age?</u>	<u>Number</u>	<u>Percent</u>
Under 35 years	46	6.1 %
35-44 years	154	20.4 %
45-54 years	248	32.8 %
55-64 years	174	23.0 %
65+ years	133	17.6 %
Total	755	100.0 %

**Q16. What is your zip code (without Not Provided)?**

<u>Q16. What is your zip code?</u>	<u>Number</u>	<u>Percent</u>
48306	666	87.9 %
48363	91	12.0 %
48606	1	0.1 %
Total	758	100.0 %

**Q17. Approximately how many years have you lived in Oakland Township (without Not Provided)?**

<u>Q17. Approximately how many years have you lived in Oakland Township?</u>	<u>Number</u>	<u>Percent</u>
3 or less	93	12.7 %
4 or 5	65	8.9 %
6 to 10	208	28.5 %
11 to 15	179	24.5 %
16 to 20	86	11.8 %
21 to 30	52	7.1 %
31+	47	6.4 %
Total	730	100.0 %



**Q18. What is your total annual household income?**

Q18. What is your total annual household income?	Number	Percent
Under \$25,000	9	1.2 %
\$25,000-\$49,999	39	5.1 %
\$50,000-\$74,999	59	7.7 %
\$75,000-\$99,999	100	13.0 %
\$100,000-\$199,999	276	35.9 %
>\$200,000	130	16.9 %
Declined	155	20.2 %
Total	768	100.0 %

**Q18. What is your total annual household income? (without "Declined")**

Q18. What is your total annual household income?	Number	Percent
Under \$25,000	9	1.5 %
\$25,000-\$49,999	39	6.4 %
\$50,000-\$74,999	59	9.6 %
\$75,000-\$99,999	100	16.3 %
\$100,000-\$199,999	276	45.0 %
>\$200,000	130	21.2 %
Total	613	100.0 %

**Q19. Respondents' Gender:**

Q19. Respondents' Gender	Number	Percent
Male	477	62.1 %
Female	291	37.9 %
Total	768	100.0 %

*Section 7:*  
*Survey Instrument*

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# Oakland County Water Resources Commissioner's Office

## Customer Satisfaction and Strategic Planning Survey

Please take a few minutes to complete this survey. Your input is an important part of our on-going effort to identify and respond to residents' concerns regarding drinking water issues in Oakland Township. This survey should take approximately 10 minutes to complete. Thank you for your assistance.

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### **QUALITY OF DRINKING WATER**

1. Listed below are some features of drinking water that may impact your satisfaction with the quality of your drinking water. Please rate your overall satisfaction with each feature of your drinking water quality on a scale of 1 to 5 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

<u><b>How satisfied are you with:</b></u>	Very <u>Satisfied</u>	<u>Satisfied</u>	<u>Neutral</u>	<u>Dissatisfied</u>	Very <u>Dissatisfied</u>	Don't <u>Know</u>
(A) The taste of your drinking water.....	5.....	4.....	3.....	2.....	1.....	9
(B) The color of your drinking water.....	5.....	4.....	3.....	2.....	1.....	9
(C) The smell of your drinking water.....	5.....	4.....	3.....	2.....	1.....	9
(D) Water pressure for your drinking water.....	5.....	4.....	3.....	2.....	1.....	9
(E) How well you are informed regarding any disruptions in your drinking water services.....	5.....	4.....	3.....	2.....	1.....	9
(F) How well you are informed about the quality and safety of your drinking water.....	5.....	4.....	3.....	2.....	1.....	9
(G) Other: _____.....	5.....	4.....	3.....	2.....	1.....	9

2. Which TWO of these features impacting drinking water quality are most important to you? [Write in the letters from the list in Question 1]

\_\_\_\_\_   
 1<sup>st</sup> Most Important

\_\_\_\_\_   
 2<sup>nd</sup> Most Important

3. How satisfied are you with the overall quality of your drinking water?

\_\_\_\_\_ (5) Very satisfied

\_\_\_\_\_ (4) Satisfied

\_\_\_\_\_ (3) Neutral

\_\_\_\_\_ (2) Dissatisfied

\_\_\_\_\_ (1) Very dissatisfied

\_\_\_\_\_ (9) Don't know

4. Is the quality of your drinking water TODAY much better, better, the same, worse, or much worse than it was 5 years ago?

\_\_\_\_\_ (5) Much better

\_\_\_\_\_ (4) Better

\_\_\_\_\_ (3) The same

\_\_\_\_\_ (2) Worse

\_\_\_\_\_ (1) Much worse

\_\_\_\_\_ (9) Don't know

The following are in-home treatment equipment that you may have to improve water quality. Please indicate if you have the in-home treatment equipment and write in the manufacturer of your equipment and the equipment model, if applicable.

**5. Do you have water softener equipment?**

\_\_\_\_\_ (1) Yes

5a. Who is the manufacturer of your equipment? \_\_\_\_\_

5b. What is your equipment model? \_\_\_\_\_

\_\_\_\_\_ (2) No

**6. Do you have an iron removal system?**

\_\_\_\_\_ (1) Yes

6a. Who is the manufacturer of your equipment? \_\_\_\_\_

6b. What is your equipment model? \_\_\_\_\_

\_\_\_\_\_ (2) No

**7. Do you or members of your household drink bottled water at your residence because of concerns regarding the quality of your drinking water?**

\_\_\_\_\_ (1) Yes [answer question 8]

\_\_\_\_\_ (2) No [skip to question 9]

**8. Which ONE of the following BEST describes how often you and members of your household drink bottled water at your residence?**

\_\_\_\_\_ (1) Daily

\_\_\_\_\_ (2) Several times per week

\_\_\_\_\_ (3) Once per week

\_\_\_\_\_ (4) A few times per month

\_\_\_\_\_ (5) A few times per year

\_\_\_\_\_ (6) Never

**9. From the following options please check the ONE option that best describes how much you and members of your household spend PER MONTH for your in-home water treatment equipment and bottled drinking water?**

\_\_\_\_\_ (1) Nothing

\_\_\_\_\_ (2) \$1- \$25 per month

\_\_\_\_\_ (3) \$26 – \$50 per month

\_\_\_\_\_ (4) \$51 – \$100 per month

\_\_\_\_\_ (5) \$101 – \$150 per month

\_\_\_\_\_ (6) Over \$151 per month

10. Listed below are several options for the supply of your drinking water. Please check ALL of the following options that you would consider at your residence.

- (1) Detroit Water and Sewerage Department (DWSD) supplied drinking water
- (2) Your current groundwater supply
- (3) A centralized ground water iron removal and softening treatment facility
- (4) None of the above

11. Which TWO of the supplies of drinking water do you most prefer using at your residence? [Write in the numbers from the list in Question 10]

\_\_\_\_\_ 1<sup>st</sup> Choice

\_\_\_\_\_ 2<sup>nd</sup> Choice

12. In addition to the money you spend for water in-home treatment and bottled water, how much more would you be willing to spend per month for a more aesthetically pleasing water supply?

\$\_\_\_\_\_ more per month

13. From the following list, please check the TWO most important reasons for you to change the treatment of your current source or the supply of your drinking water?

- (1) The taste of the water were better
- (2) The color of the water were better
- (3) The smell of the water were better
- (4) The fees for the new or treated supply were the same as my current fees
- (5) Other: \_\_\_\_\_

### Demographics

14. How many persons are living in your household (counting yourself):

- |             |       |            |       |            |       |
|-------------|-------|------------|-------|------------|-------|
| Under age 5 | _____ | Ages 20-24 | _____ | Ages 55-64 | _____ |
| Ages 5-9    | _____ | Ages 25-34 | _____ | Ages 65-74 | _____ |
| Ages 10-14  | _____ | Ages 35-44 | _____ | Ages 75+   | _____ |
| Ages 15-19  | _____ | Ages 45-54 | _____ |            |       |

15. What is your age? \_\_\_\_\_

16. What is your zip code? \_\_\_\_\_

17. Approximately how many years have you lived in Oakland Township? \_\_\_\_\_ years

18. What is your total annual household income?

- |   |   |
|---|---|
| <input type="checkbox"/> (1) Under \$25,000       | <input type="checkbox"/> (4) \$75,000 to \$99,999   |
| <input type="checkbox"/> (2) \$25,000 to \$49,999 | <input type="checkbox"/> (5) \$100,000 to \$199,999 |
| <input type="checkbox"/> (3) \$50,000 to \$74,999 | <input type="checkbox"/> (6) more than \$200,000    |

19. Your gender:  (1) Male  (2) Female

**This concludes the survey. Thank you for your time!**

**Please return your survey in the  
enclosed postage paid envelope to  
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061**

Your response will remain completely confidential  
The address information on the sticker to the right will  
ONLY be used to help identify areas with special interests

*Appendix A:*  
*Cross-tabular Data by*  
*WSSN*

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**Q1. Please rate overall satisfaction with each feature of your drinking water: (without "Don't Know")**

N=846	<u>WSSN_Grouped</u>			<u>Total</u>
	<u>4877</u>	<u>4878</u>	<u>Other WSSN</u>	
<u>Q1a. The taste of your drinking water</u>				
Very Satisfied	21.4%	11.0%	16.3%	14.4%
Satisfied	32.5%	27.8%	27.5%	29.1%
Neutral	18.0%	24.6%	22.5%	22.5%
Dissatisfied	16.5%	22.0%	18.8%	20.1%
Very Dissatisfied	11.7%	14.7%	15.0%	13.9%
<u>Q1b. The color of your drinking water</u>				
Very Satisfied	23.6%	9.4%	16.3%	14.0%
Satisfied	30.8%	28.1%	33.8%	29.5%
Neutral	17.3%	16.8%	8.8%	16.1%
Dissatisfied	18.3%	23.5%	13.8%	21.0%
Very Dissatisfied	10.1%	22.2%	27.5%	19.4%
<u>Q1c. The smell of your drinking water</u>				
Very Satisfied	22.6%	12.4%	24.1%	16.4%
Satisfied	33.7%	33.8%	26.6%	33.0%
Neutral	21.2%	27.8%	27.8%	26.0%
Dissatisfied	15.9%	18.4%	16.5%	17.5%
Very Dissatisfied	6.7%	7.7%	5.1%	7.2%



**Q1. Please rate overall satisfaction with each feature of your drinking water: (without "Don't Know")**

N=846	WSSN_Grouped			Total
	4877	4878	Other WSSN	

**Q1d. Water pressure for your drinking water**

Very Satisfied	23.6%	22.2%	19.5%	22.3%
Satisfied	43.3%	39.3%	41.6%	40.6%
Neutral	14.9%	18.8%	13.0%	17.1%
Dissatisfied	12.5%	15.0%	16.9%	14.5%
Very Dissatisfied	5.8%	4.7%	9.1%	5.4%

**Q1e. How well you are informed about disruptions in your drinking water services**

Very Satisfied	34.5%	26.8%	20.3%	28.3%
Satisfied	47.2%	47.3%	55.4%	48.1%
Neutral	13.7%	15.8%	20.3%	15.7%
Dissatisfied	3.0%	6.5%	2.7%	5.2%
Very Dissatisfied	1.5%	3.6%	1.4%	2.8%

**Q1f. How well you are informed about the quality & safety of your drinking water**

Very Satisfied	24.3%	15.1%	19.8%	18.2%
Satisfied	39.3%	36.2%	42.0%	37.7%
Neutral	24.3%	25.4%	24.7%	25.0%
Dissatisfied	8.3%	14.9%	6.2%	12.1%
Very Dissatisfied	3.9%	8.3%	7.4%	7.0%

**Q1. Please rate overall satisfaction with each feature of your drinking water: (without "Don't Know")**

N=846	WSSN_Grouped			Total
	4877	4878	Other WSSN	
<u>Q1g. Other</u>				
Very Satisfied	9.5%	8.2%	0.0%	7.7%
Satisfied	0.0%	3.3%	11.1%	3.3%
Neutral	4.8%	1.6%	0.0%	2.2%
Dissatisfied	23.8%	19.7%	11.1%	19.8%
Very Dissatisfied	61.9%	67.2%	77.8%	67.0%

**Q2. Which two of these features impacting drinking water quality are most important to you?**

N=846

WSSN_Grouped			Total
4877	4878	Other WSSN	

Q2. Top choice

The taste of your drinking water	54.9%	52.6%	45.3%	52.5%
The color of your drinking water	5.5%	11.4%	14.0%	10.0%
The smell of your drinking water	3.0%	1.7%	1.2%	2.0%
Water pressure for your drinking water	3.4%	1.0%	3.5%	1.9%
How well you are informed about disruptions to service	0.9%	0.2%	1.2%	0.5%
How well you are informed about the quality & safety	13.6%	16.8%	18.6%	16.1%
Other	3.8%	3.4%	4.7%	3.7%
Not provided	14.9%	13.0%	11.6%	13.4%

**Q2. Which two of these features impacting drinking water quality are most important to you?**

N=846

WSSN_Grouped		Other WSSN	Total
4877	4878		

Q2. 2nd choice

The taste of your drinking water	20.0%	19.6%	27.9%	20.6%
The color of your drinking water	22.1%	31.4%	25.6%	28.3%
The smell of your drinking water	23.0%	15.6%	14.0%	17.5%
Water pressure for your drinking water	8.9%	11.2%	9.3%	10.4%
How well you are informed about disruptions to service	1.3%	1.5%	3.5%	1.7%
How well you are informed about the quality & safety	6.0%	3.2%	4.7%	4.1%
Other	1.3%	1.5%	2.3%	1.5%

**Q2. Which two of these features impacting drinking water quality are most important to you?**

N=846

WSSN_Grouped		Other	Total
4877	4878	WSSN	

Q2. Sum of top two choices

The taste of your drinking water	74.9%	72.2%	73.3%	73.0%
The color of your drinking water	27.7%	42.9%	39.5%	38.3%
The smell of your drinking water	26.0%	17.3%	15.1%	19.5%
Water pressure for your drinking water	12.3%	12.2%	12.8%	12.3%
How well you are informed about disruptions to service	2.1%	1.7%	4.7%	2.1%
How well you are informed about the quality & safety	19.6%	20.0%	23.3%	20.2%
Other	5.1%	5.0%	7.0%	5.2%
None Chosen	32.3%	28.8%	24.4%	29.3%

**Q3. How satisfied are you with the overall quality of your drinking water?**

N=846	WSSN_Grouped		Other WSSN	Total
	4877	4878		

**Q3. How satisfied are you with the overall quality of your drinking water?**

Very Satisfied	19.3%	9.7%	13.6%	12.8%
Satisfied	31.6%	29.3%	38.3%	30.9%
Neutral	18.9%	18.3%	13.6%	18.0%
Dissatisfied	17.5%	25.9%	22.2%	23.2%
Very Dissatisfied	9.9%	13.9%	12.3%	12.6%
Not provided	2.8%	2.9%	0.0%	2.6%

**Q3. How satisfied are you with the overall quality of your drinking water? (without "not provided")**

N=846	WSSN_Grouped		Other WSSN	Total
	4877	4878		

**Q3. How satisfied are you with the overall quality of your drinking water?**

Very Satisfied	19.9%	10.0%	13.6%	13.1%
Satisfied	32.5%	30.2%	38.3%	31.7%
Neutral	19.4%	18.9%	13.6%	18.4%
Dissatisfied	18.0%	26.7%	22.2%	23.8%
Very Dissatisfied	10.2%	14.3%	12.3%	13.0%

**Q4. Is the quality of your drinking water today compared to 5 years ago:**

N=846	WSSN_Grouped			Total
	4877	4878	Other WSSN	

Q4. Is the quality of your drinking water today:

Much Better	1.4%	1.5%	6.2%	2.0%
Better	9.4%	10.1%	14.8%	10.4%
The Same	66.5%	52.4%	48.1%	55.9%
Worse	6.1%	9.7%	9.9%	8.7%
Much Worse	0.9%	5.9%	1.2%	4.0%
Not provided	15.6%	20.4%	19.8%	19.0%

**Q4. Is the quality of your drinking water today compared to 5 years ago: (without "not provided")**

N=846	WSSN_Grouped			Total
	4877	4878	Other WSSN	

Q4. Is the quality of your drinking water today:

Much Better	1.7%	1.9%	7.7%	2.4%
Better	11.2%	12.7%	18.5%	12.9%
The Same	78.8%	65.9%	60.0%	69.0%
Worse	7.3%	12.2%	12.3%	10.8%
Much Worse	1.1%	7.4%	1.5%	5.0%

**Q5. Do you have water softener equipment?**

N=846	WSSN_Grouped			Total
	4877	4878	Other WSSN	

**Q5. Do you have water softener equipment?**

Yes	95.8%	97.0%	87.7%	95.7%
No	4.2%	3.0%	12.3%	4.3%

**Q6. Do you have an iron removal system?**

N=846	WSSN_Grouped			Total
	4877	4878	Other WSSN	

**Q6. Do you have an iron removal system?**

Yes	31.0%	55.5%	50.0%	48.2%
No	69.0%	44.5%	50.0%	51.8%

**Q7. Do you or members of your household drink bottled water at your residence because of concerns regarding the quality of your drinking water?**

N=846	WSSN_Grouped			Total
	4877	4878	Other WSSN	

**Q7. Do you drink bottled water because of concerns about drinking water quality?**

Yes	40.6%	61.5%	56.8%	55.2%
No	59.4%	38.5%	43.2%	44.8%



**Q8. Which one of the following best describes how often you and members of your household drink bottled water at your residence?**

N=846

	WSSN_Grouped			Total
	4877	4878	Other WSSN	
Q8. How often do you drink bottled water at your residence?				
Daily	77.9%	81.2%	89.1%	81.4%
Several times per week	15.1%	13.0%	4.3%	12.5%
Once per week	2.3%	1.4%	0.0%	1.4%
A few times per month	4.7%	3.4%	4.3%	3.8%
A few times per year	0.0%	1.0%	2.2%	0.9%

**Q9. Please check the one option that best describes how much you spend per month for in-home water treatment equipment and bottled drinking water:**

N=846

	WSSN_Grouped			Total
	4877	4878	Other WSSN	
Q9. How much do you spend per month for in-home water treatment & bottled water?				
Nothing	6.2%	5.7%	7.4%	6.0%
\$1-\$25 per month	49.8%	35.2%	34.6%	39.1%
\$26-\$50 per month	22.0%	33.7%	24.7%	29.5%
\$51-\$100 per month	16.7%	16.4%	22.2%	17.1%
\$101-\$150 per month	2.4%	6.3%	2.5%	4.8%
Over \$151 per month	2.9%	2.7%	8.6%	3.4%

**Q10. Please check all of the following options that you would consider for the supply of drinking water at your residence.**

N=846

WSSN_Grouped			Total
	Other	WSSN	
4877	4878		

**Q10. Please check all of the options for supply of drinking water you would consider.**

Detroit Water and Sewerage Dept supplied water	37.9%	54.1%	48.8%	49.1%
Your current groundwater supply	50.2%	39.8%	48.8%	43.6%
A centralized groundwater iron removal/softening treatment	57.0%	58.9%	62.8%	58.7%
None of the above	5.1%	4.8%	3.5%	4.7%

**Q11. Which TWO of the supplies of drinking water do you most prefer using at your residence?**

N=846

WSSN_Grouped			Total
4877	4878	Other WSSN	

Q11. Top choice

Detroit Water and Sewerage Dept supplied water	23.6%	43.6%	30.9%	36.7%
Your current groundwater supply	40.6%	19.7%	27.2%	26.3%
A centralized groundwater iron removal/softening treatment	26.9%	27.8%	33.3%	28.1%
Not provided	9.0%	8.9%	8.6%	8.9%

**Q11. Which TWO of the supplies of drinking water do you most prefer using at your residence?**

N=846

WSSN_Grouped			Total
4877	4878	Other WSSN	

Q11. 2nd choice

Detroit Water and Sewerage Dept supplied water	24.2%	19.3%	25.4%	21.3%
Your current groundwater supply	19.5%	27.5%	30.5%	25.6%
A centralized groundwater iron removal/softening treatment	56.4%	53.2%	44.1%	53.1%

**Q11. Which TWO of the supplies of drinking water do you most prefer using at your residence?**

N=846

WSSN_Grouped			Total
4877	4878	Other WSSN	

**Q11. Sum of top two choices**

Detroit Water and Sewerage Dept supplied water	36.6%	51.8%	46.5%	47.0%
Your current groundwater supply	48.9%	35.6%	46.5%	40.4%
A centralized groundwater iron removal/softening treatment	60.0%	59.6%	61.6%	59.9%
Not provided	8.1%	8.0%	8.1%	8.0%

**Q12. How much more would you be willing to spend per month for a more aesthetically pleasing water supply?**

N=846

WSSN_Grouped			Total
4877	4878	Other WSSN	

**Q12. How much more would you be willing to spend for aesthetically pleasing water?**

\$5 or less	58.5%	56.9%	63.2%	58.0%
\$6 to \$10	13.8%	11.8%	8.8%	12.1%
\$11 to \$15	2.1%	2.4%	5.9%	2.7%
\$16 to \$20	5.9%	8.5%	8.8%	7.8%
\$21 to \$30	11.2%	9.7%	8.8%	10.0%
\$31 or more	8.5%	10.7%	4.4%	9.4%

**Q13. Please check the two most important reasons for you to change the treatment of your current source or the supply of your drinking water:**

N=846

WSSN_Grouped		Total
4877	4878	WSSN

Q13. Most important reason for you to change the source/treatment of your water?

The taste of the water were better	49.8%	56.4%	48.8%	53.8%
The color of the water were better	23.0%	37.3%	38.4%	33.5%
The smell of the water were better	15.3%	11.6%	8.1%	12.3%
The fees for new/treated supply were the same as current fee	42.1%	37.5%	39.5%	39.0%
Other	20.0%	17.7%	22.1%	18.8%

**Q15. What is your age?**

N=846

WSSN_Grouped			Total
4877	4878	Other WSSN	

**Q15. What is your age?**

Under 35 years	4.3%	7.1%	5.1%	6.1%
35-44 years	14.4%	23.1%	20.3%	20.4%
45-54 years	28.2%	34.3%	36.7%	32.8%
55-64 years	25.4%	21.4%	26.6%	23.0%
65+ years	27.8%	14.1%	11.4%	17.6%



**Q16. What is your zip code?**

N=846

WSSN_Grouped			Total
4877	4878	Other WSSN	

Q16. What is your zip code?

48306	88.5%	81.9%	33.7%	78.8%
48363	0.0%	7.6%	59.3%	10.8%
Not provided	11.5%	10.5%	7.0%	10.4%

**Q17. Approximately how many years have you lived in Oakland Township?**

N=846

WSSN_Grouped			Total
	Other	WSSN	
4877	4878	WSSN	

**Q17. Approximately how many years have you lived in Oakland Township?**

3 or less	11.2%	12.7%	17.3%	12.7%
4 or 5	4.9%	9.8%	14.7%	8.9%
6 to 10	13.7%	34.0%	36.0%	28.5%
11 to 15	24.9%	26.0%	14.7%	24.5%
16 to 20	12.7%	12.4%	5.3%	11.8%
21 to 30	16.1%	2.7%	9.3%	7.1%
31+	16.6%	2.4%	2.7%	6.4%

**Q18. What is your total annual household income?**

N=846

WSSN_Grouped			Total
4877	4878	Other WSSN	

**Q18. What is your total annual household income?**

Under \$25,000	0.9%	1.1%	2.5%	1.2%
\$25,000-\$49,999	7.5%	4.2%	3.7%	5.1%
\$50,000-\$74,999	9.9%	7.4%	3.7%	7.7%
\$75,000-\$99,999	15.1%	10.9%	19.8%	13.0%
\$100,000-\$199,999	32.5%	37.9%	33.3%	35.9%
>\$200,000	10.4%	19.8%	17.3%	16.9%
Declined	23.6%	18.7%	19.8%	20.2%

**Without Declined:**

**Q18. What is your total annual household income? (without "Declined")**

N=846

WSSN_Grouped			Total
	Other WSSN		
4877	4878		

Q18. What is your total annual household income?

Under \$25,000	1.2%	1.3%	3.1%	1.5%
\$25,000-\$49,999	9.9%	5.2%	4.6%	6.4%
\$50,000-\$74,999	13.0%	9.1%	4.6%	9.6%
\$75,000-\$99,999	19.8%	13.5%	24.6%	16.3%
\$100,000-\$199,999	42.6%	46.6%	41.5%	45.0%
>\$200,000	13.6%	24.4%	21.5%	21.2%

**Q19. Respondents' Gender:**

N=846

WSSN_Grouped			Total
	Other	WSSN	
4877	4878		

Q19. Respondents' Gender

Male	63.7%	61.3%	63.0%	62.1%
Female	36.3%	38.7%	37.0%	37.9%