

*2012 Customer
Satisfaction and Strategic
Planning Survey*

Final Report

Submitted to

*The Oakland County Water
Resources Commissioner's Office*



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Section 1:
Executive Summary

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

Executive Summary Report

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%).

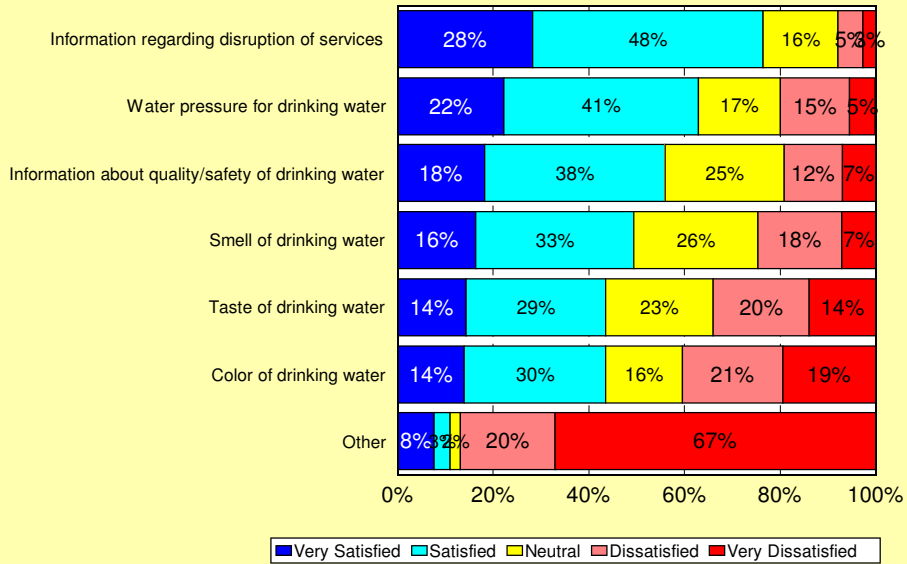
Additional Findings:

- 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

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

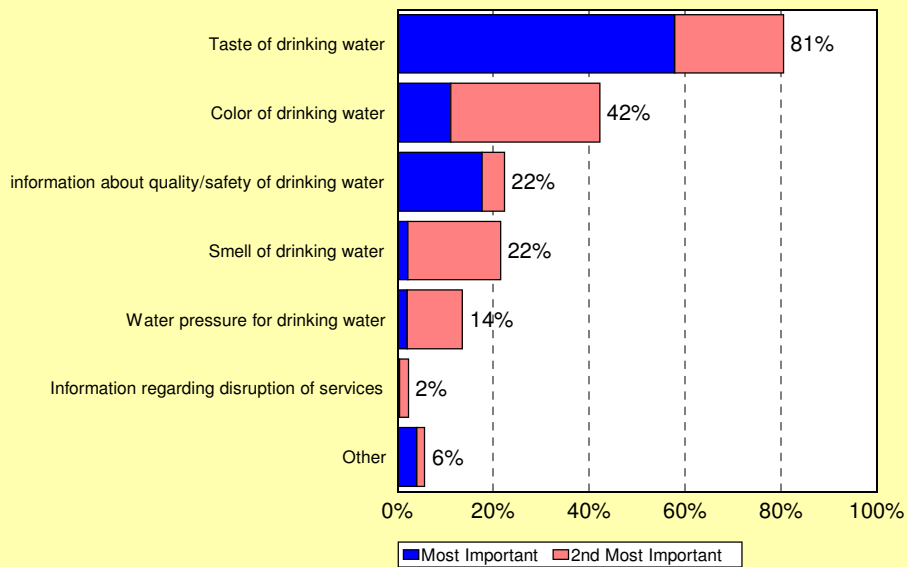
by percentage of respondents



Source: Leisure Vision/ETC Institute (March 2012)

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

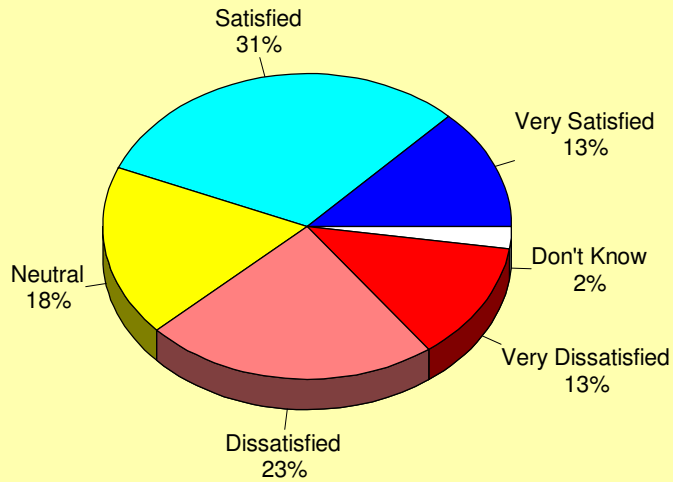
by percentage of respondents who selected the item as one of their top two choices



Source: Leisure Vision/ETC Institute (March 2012)

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

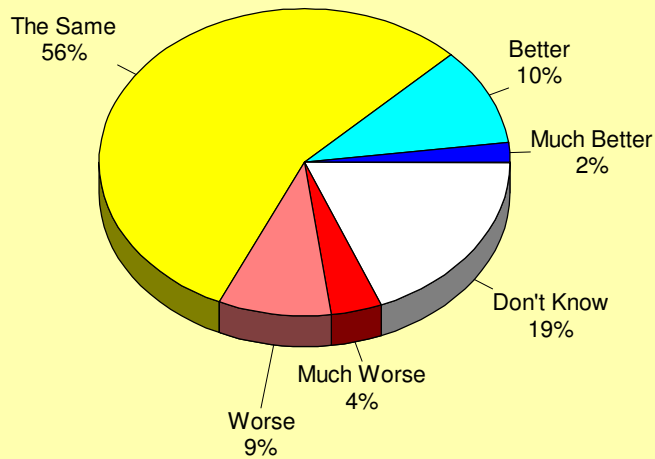
by percentage of respondents



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?

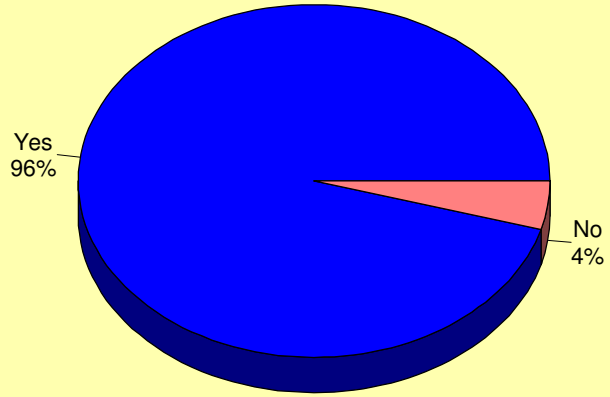
by percentage of respondents



Source: Leisure Vision/ETC Institute (March 2012)

Q5. Do You Have Water Softener Equipment?

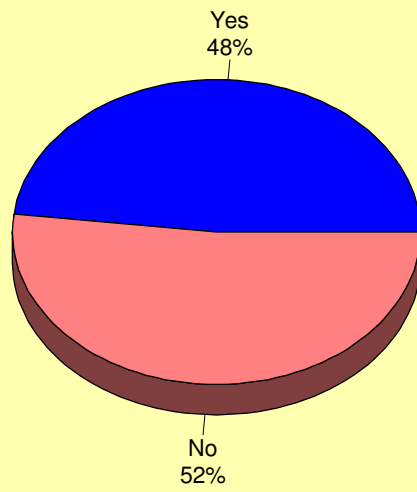
by percentage of respondents



Source: Leisure Vision/ETC Institute (March 2012)

Q6. Do You Have An Iron Removal System?

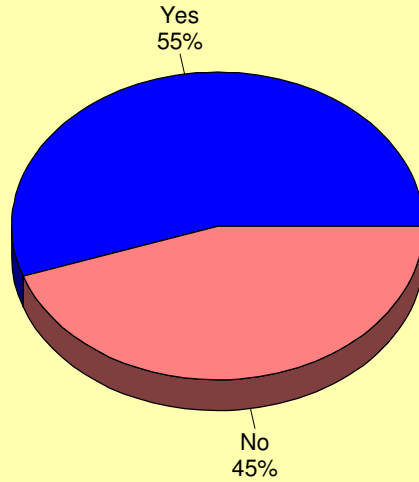
by percentage of respondents



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?

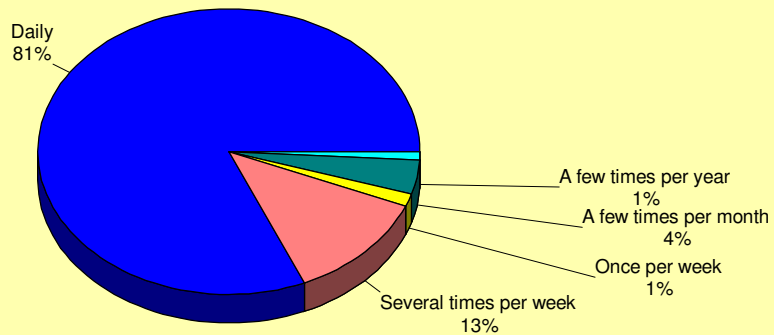
by percentage of respondents



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?

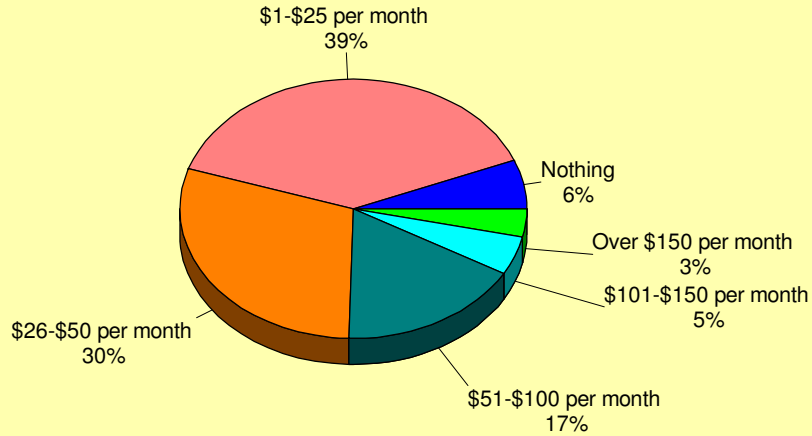
by percentage of respondents



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

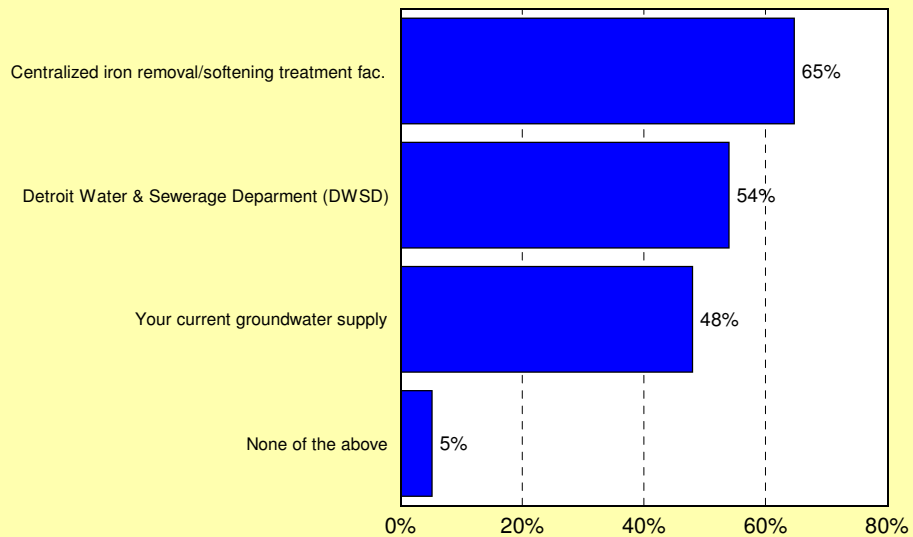
by percentage of respondents



Source: Leisure Vision/ETC Institute (March 2012)

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

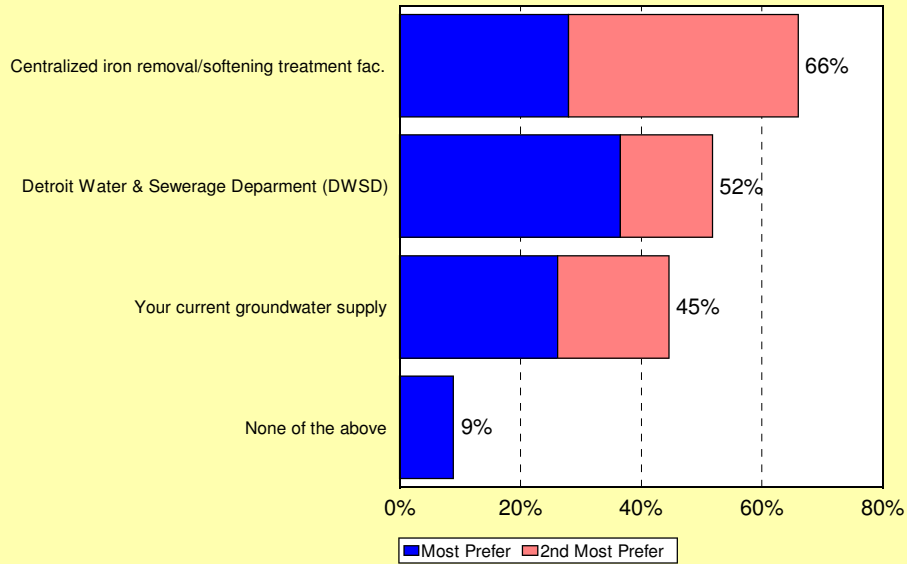
by percentage of respondents (multiple choices could be made)



Source: Leisure Vision/ETC Institute (March 2012)

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

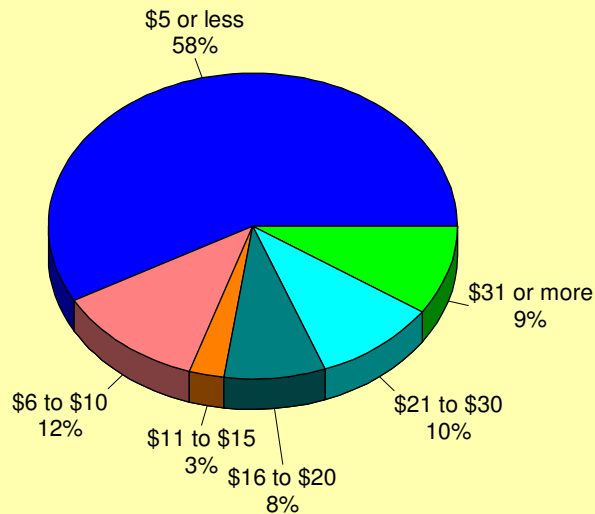
by percentage of respondents who selected the item as one of their top two choices



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?

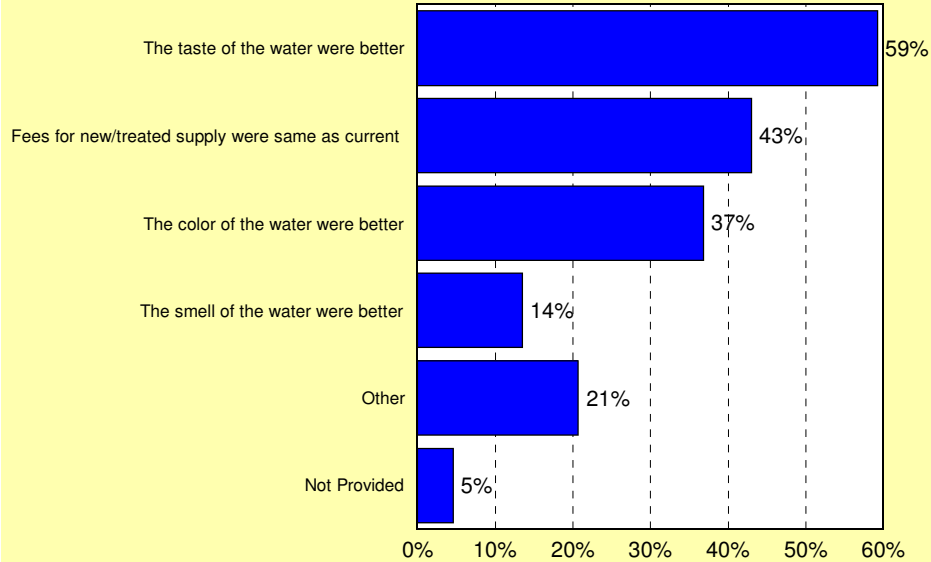
by percentage of respondents



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

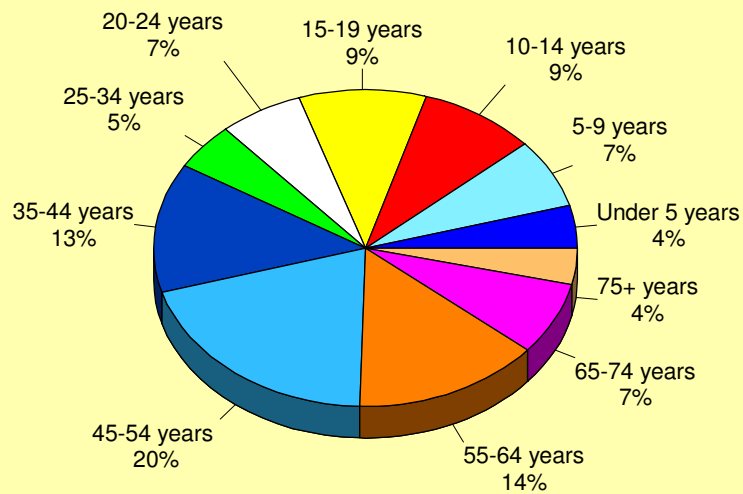
by percentage of respondents who selected the item as one of their top two choices



Source: Leisure Vision/ETC Institute (March 2012)

Q14. Demographics: Ages of People in Household

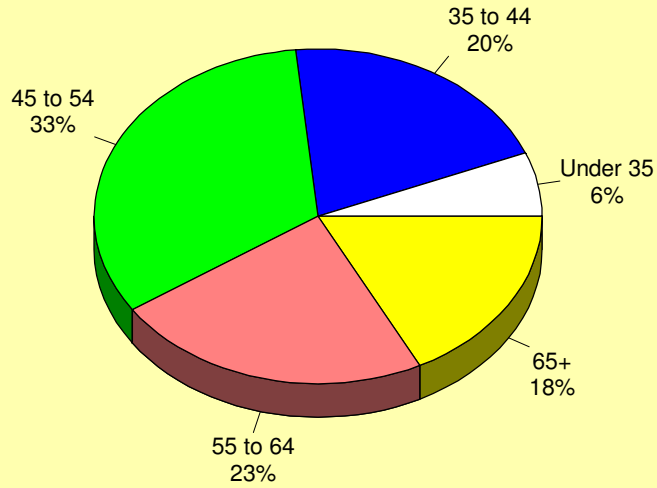
by percentage of household occupants



Source: Leisure Vision/ETC Institute (March 2012)

Q15. Demographics: Age of Respondents

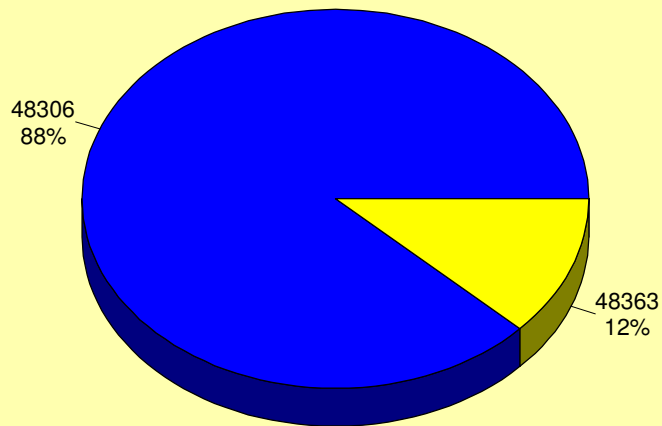
by percentage of respondents



Source: Leisure Vision/ETC Institute (March 2012)

Q16. Demographics: Zip Code

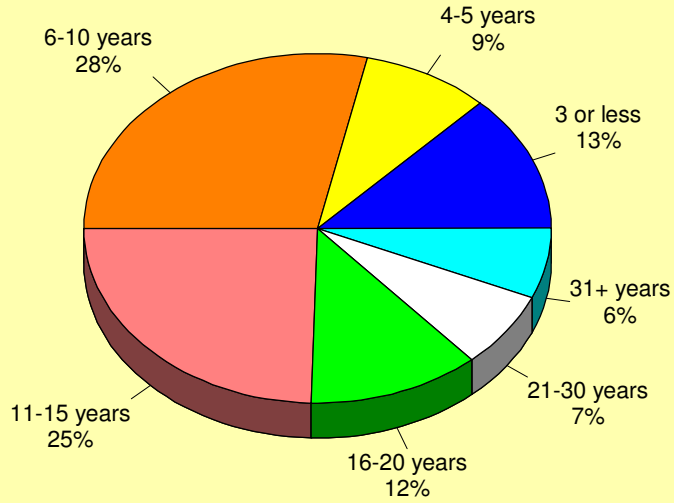
by percentage of respondents



Source: Leisure Vision/ETC Institute (March 2012)

Q17. Demographics: Amount of Years Lived in Oakland Township

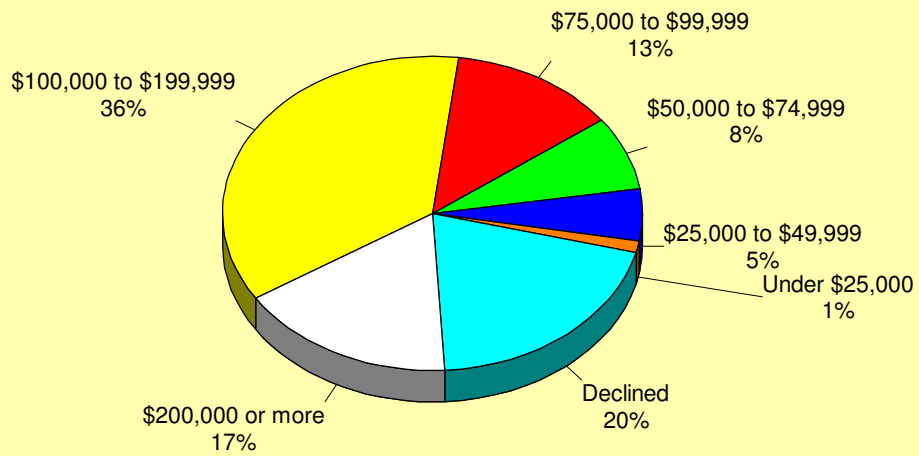
by percentage of respondents



Source: Leisure Vision/ETC Institute (March 2012)

Q18. Demographics: Household Income

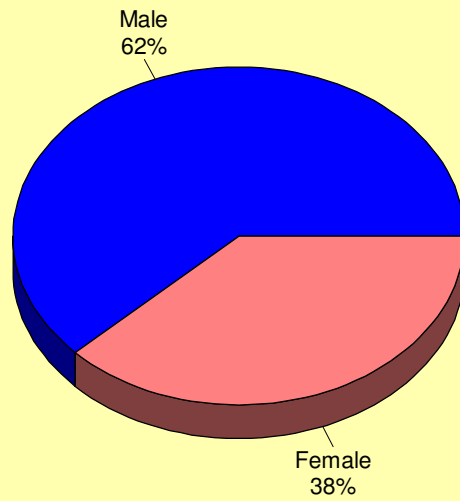
by percentage of respondents



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***

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	

Q2. Sum of top two choices

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

<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%	1.5%	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

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 & 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?							Total
	3 or less	4 or 5	6 to 10	11 to 15	16 to 20	21 to 30	31+	
<u>Q1g. Other</u>								
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?							Total
	3 or less	4 or 5	6 to 10	11 to 15	16 to 20	21 to 30	31+	
<u>Q2. 2nd choice</u>								
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
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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?

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

Total

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

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%
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Your current groundwater supply

	21.5%	21.5%	18.4%	25.8%	34.1%	48.1%	51.1%	26.3%
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A centralized groundwater iron removal/softening treatment

	29.0%	24.6%	27.5%	29.8%	31.8%	26.9%	17.0%	28.1%
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None chosen

	9.7%	10.8%	7.7%	9.0%	5.9%	9.6%	4.3%	8.9%
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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***

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

<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

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>
<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>>\$200,000</u>	

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>>\$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>>\$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

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

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

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:

<u>Q4. Is the quality of your drinking water today:</u>	<u>Number</u>	<u>Percent</u>
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")**

<u>Q4. Is the quality of your drinking water today:</u>	<u>Number</u>	<u>Percent</u>
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

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

CULLIGAN
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CULLIGAN
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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 O1003495
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

CULLIGAN

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

Q6a Manufacturer of equipment

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

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 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)?

Q15. What is your age?	Number	Percent
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)?

Q16. What is your zip code?	Number	Percent
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)?

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

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.

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>How satisfied are you with:</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]

 1st Most Important

 2nd 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]

_____ 1st Choice

_____ 2nd 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

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>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		Total
4877	4878	WSSN		

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	
<u>Q8. How often do you drink bottled water at your residence?</u>				
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	
<u>Q9. How much do you spend per month for in-home water treatment & bottled water?</u>				
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
	Other	WSSN	
4877	4878		

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	Other 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
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
4877	4878	Other WSSN	

Q19. Respondents' Gender

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