

2014 IMU Customer Survey

ADMINISTRATION

Agree

IMU has a reputation for providing reliable utility services	95%
Overall, I feel that IMU has a professional and progressive public image	97%
I find IMU's website www.I-M-U.com helpful to obtain information	77%
The Customer Appreciation Events are valued	70%
Have you attended one of our events	28%
There are advantages to having services through a public utility	94%
Lower Rates	27%
Local Service/Employees	52%
Customer Impact on Decision Making	10%
Better Service/Reliability	34%
Community Betterment/Support of Projects	14%
I am aware that the Board of Trustee meetings are open to the public & can be viewed online at www.i-m-u.com	80%
I am aware Board of Trustee meeting agendas & minutes are public documents and can be obtained at www.i-m-u.com	79%
Decisions the IMU Board of Trustees make are in the best interest of the utility and the customers served	84%
Utility funds should continue to be spent on economic development & community betterment activities that benefit Indianola	87%

ELECTRIC

I support the city-wide underground electric conversion	96%
Disruption of electric service has been minimal	99%
Response time for IMU crews in an electrical outage are within expected time frames	99%

WATER

I am happy with the quality of water in Indianola	80%
If you disagree please provide a reason.	
Taste	78%
Color	26%
Odor	35%
I read IMU's annual Water Quality Report	85%
The Response time for IMU crews for a water main break is reasonable	99%

Network Services

Agree

I have an electronic devise at home with internet access	91%
I am satisfied with my current internet service provider (Non-IMU/MCG customers only)	55%
If you disagree please provide a reason:	
Customer Service	38%
Price	81%
Speed	49%
Reliability	31%
I am satisfied with my current cablevision/satellite service provider. (Non-IMU/MCG customers only)	49%
If you disagree please provide a reason:	
Customer Service	38%
Price	90%
Speed	32%
Reliability	32%
I support the expansion of Indianola's fiber system to more Indianola residents	90%

Sustainability

I feel utility incentives affect consumer purchasing decisions	91%
IMU's Renewable Energy Credit Program supports the development and use of renewable energy by allowing customers to make an additional monetary contribution to their utility bill. I agree this is a valuable program	76%
I feel IMU is committed to reducing the use of natural resources	88%
I feel the best source of information for utility programs and conservations tips is:	
Direct Mail	65%
Indianola Magazine	27%
Local Paper	12%
IMU Website	17%
The Beautification Blowout Event is valuable to the community	76%
If you disagree have you attended	12%
IMU should spend more or less money to support alternative energy? (approximately 11% of IMU's purchased energy is from renewable sources)	
More	51%
Less	5%
Same	44%

Thank you to all our customers that took the time to provide feed back on the services we provide the community! As a non-for profit enterprise owned and operated by the community, Indianola Municipal Utilities is proud of the service we provide to our customers in Indianola.

If you have questions about the results of our survey please feel free to contact us at the IMU Administrative Office at 961-9444.