

2010 CUSTOMER SURVY RESULTS



ADMINISTRATION

	<u>Agree</u>	<u>Disagree</u>	<u>N/A</u>
IMU has a reputation for providing reliable service.	96.4%	0.4%	3.2%
Overall, I feel that IMU has a professional and progressive public image.	92.9%	3.6%	3.6%
I have visited IMU's website www.I-M-U.com to obtain information.	25.8%	62.7%	11.5%
The annual Customer Appreciation Lunch is an informative event.	39.3%	25.8%	34.9%
There are advantages to having services through a public utility.	86.9%	4.4%	8.7%
I am aware that IMU Board meetings are open to the public.	75.8%	19.4%	4.8%
Decisions the IMU Trustees make are in the best interest of Indianola.	74.6%	10.3%	15.1%
I support using public utility funds for economic development.	67.5%	21.0%	11.5%
I am aware IMU Board meeting agendas and minutes are public documents.	78.2%	13.1%	8.7%

ELECTRIC

	<u>Agree</u>	<u>Disagree</u>	<u>N/A</u>
I support the city-wide underground electric conversion.	86.5%	5.6%	7.9%
Disruption of electric service has been minimal.	90.9%	0.4%	8.7%
Response time for IMU crews in an electrical outage has been reasonable.	88.9%	1.6%	9.5%
Rates for electric service are reasonable compared to other utilities.	72.2%	9.9%	17.9%



WATER

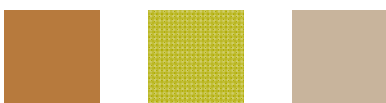
	<u>Agree</u>	<u>Disagree</u>	<u>N/A</u>
I am happy with the quality of water in Indianola.	79.8%	11.9%	8.3%
I read IMU's annual Water Quality Report.	61.9%	26.2%	11.9%
The Response time for IMU crews for a water main break is reasonable.	80.6%	2.4%	17.1%
Rates for water service are reasonable compared to other utilities.	62.7%	19.4%	17.9%

COMMUNICATIONS

	<u>Agree</u>	<u>Disagree</u>	<u>N/A</u>
I have a personal computer at home with an internet connection.	81.7%	7.5%	10.7%
The information on local channel 7 is useful.	31.7%	42.1%	26.2%
I am satisfied with my current internet service provider.	64.3%	19.0%	16.7%
I am satisfied with my current telephone service provider.	76.6%	13.5%	9.9%
I am satisfied with my current cable/satellite provider.	58.7%	23.4%	17.9%
I support the use of rate revenue to expand Indianola's fiber-optic system.	54.0%	26.6%	19.4%

SUSTAINABILITY

	<u>Agree</u>	<u>Disagree</u>	<u>N/A</u>
Utilites should offer incentives to their customers for efficent products.	86.1%	4.4%	9.5%
I am aware IMU offers Renewable Energy Credits	61.9%	27.4%	10.7%
I feel IMU is committed to conserving wasted use of natural resoruces.	73.8%	9.9%	16.3%
I would support a rate increase for more environmentally friendly methods.	51.2%	32.9%	15.9%
IMU should set a long term target goal for alternative energy purchases.	76.2%	8.7%	15.1%
Alternative energy purchase costs included in base rates instead of donations.	54.0%	27.0%	19.0%



Survey Stats

Total Respondents:	252	Surveys Online:	50
Mailed:	445	Bill Stuffers Sent:	6004
Mailed and Returned:	202	Total Response Rate:	4.20%
Mail Response Rate:	45.39%		