

2012 CUSTOMER SURVEY

ADMINISTRATION

	<u>Agree</u>	<u>Disagree</u>	<u>N/A</u>
IMU has a reputation for providing reliable service.	97%	2%	1%
Overall, I feel that IMU has a professional and progressive public image.	95%	3%	2%
I have visited IMU's website www.I-M-U.com to obtain information.	50%	14%	36%
The annual Customer Appreciation Lunch is an informative event.	46%	15%	39%
There are advantages to having services through a public utility.	85%	3%	12%
I am aware that the Board of Trustee meetings are open to the public & can be viewed online	77%	17%	6%
I am aware Board of Trustee meeting agendas & minutes are public documents	84%	11%	5%
Decisions the IMU Board of Trustees make are in the best interest of Indianola	78%	7%	15%
Utility funds spent on economic development & community betterment benefit Indianola.	79%	9%	12%

ELECTRIC

	<u>Agree</u>	<u>Disagree</u>	<u>N/A</u>
I support the city-wide underground electric conversion.	93%	2%	5%
Disruption of electric service has been minimal.	97%	2%	2%
Response time for IMU crews in an electrical outage has been reasonable.	94%	0%	6%
Rates for electric service are reasonable compared to other utilities.	79%	10%	11%

WATER

	<u>Agree</u>	<u>Disagree</u>	<u>N/A</u>
I am happy with the quality of water in Indianola.	90%	9%	1%
I read IMU's annual Water Quality Report.	62%	28%	10%
The Response time for IMU crews for a water main break is reasonable.	84%	0%	16%
Rates for water service are reasonable compared to other utilities.	71%	18%	11%










Network Services

	<u>Agree</u>	<u>Disagree</u>	<u>N/A</u>
I have a personal computer at home with an internet access.	79%	14%	7%
I am satisfied with my current internet service provider.	63%	19%	18%
I am satisfied with my current telephone service provider.	71%	13%	16%
I am satisfied with my current cable/satellite provider.	62%	25%	13%
I support the expansion of Indianola's fiber system if it brings 100MB/sec. internet service to Indianola residents	71%	8%	21%

SUSTAINABILITY

	<u>Agree</u>	<u>Disagree</u>	<u>N/A</u>
Utilities should offer incentives to their customers for efficient products.	89%	5%	6%
I am aware IMU offers a Renewable Energy Credit Program	64%	28%	8%
I feel IMU is committed to conserving wasted use of natural resources.	79%	3%	18%
I would like more information sources about how to reduce my energy & water use	67%	20%	13%
The Sustainability Fair provides valuable information to the public	52%	12%	36%
IMU should spend more or less money to support alternative energy	<u>More</u> 39%	<u>Less</u> 7%	<u>Same</u> 54%

"PUBLIC" OWNED BENEFITS

Lower Rates	33%	
Employees/Service Local	28%	
Customer Impact on Decision Making	14%	
Community Betterment	8%	
Unsure	7%	
Better Service/Reliability	6%	
No Benefit	3%	

Survey Stats

<u>Total Respondents</u>	237	<u>Work in Indianola</u>	39%	<u>Work Elsewhere</u>	61%	
<u>Resident Years</u>		<u>Age Bracket</u>		<u>Household Members</u>	<u>Communication Rakings</u>	
0—12 mo.	4%	25 & under	3%	1	21%	
1—3 yrs	6%	26—35	9%	2	47%	
4—7 yrs	11%	36—45	14%	3	13%	
8—15 yrs	19%	46—55	17%	4	12%	
15 + yrs	60%	56—65	22%	5	4%	
		Over 65	35%	6 or more	3%	
					Direct Mail	59%
					Indianola Magazine	16%
					Newspaper	13%
					Website	12%