

2025 Customer Satisfaction Survey

Urban



www.lmw.vic.gov.au



Research methodology

Quantitative Online survey

The survey was designed and administered by JWS Research:

- A link to the online survey was emailed to customers on Monday, 29th September, 2025. Distribution of the survey to urban customers was undertaken by Lower Murray Water.
- A reminder email was sent to customers by LMW. The survey remained open until Sunday, 26th October, 2025.

A total of 407 urban customers completed the survey.

The maximum margin of error on the total sample of n=407 is +/-4.8% at the 95% confidence level.

Differences of +/-1% for net scores are due to rounding.

The data has not been weighted.

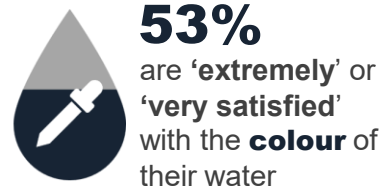
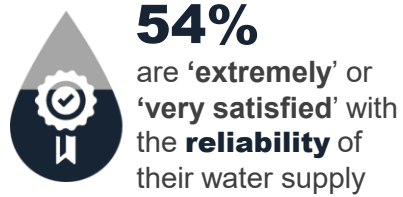


When shown throughout the report, figures in the water drop represent the equivalent rating obtained in previous years.

The research was conducted in compliance with AS-ISO 20252.

Snapshot of key findings

Customers are particularly satisfied with the **reliability** of their water supply (96%) and the **colour** of their water (95%). This includes:

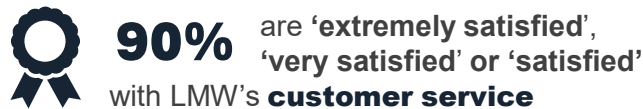


Customers report very high levels of satisfaction with the **ease of contacting LMW** (92% satisfied).

Telephone (28%) remains the most frequently used **method of contact**, followed by visiting an office in person (19%) and email (16%).



Among those who had contact with LMW over the last 12 months:



Most customers find their bill **clear** (92%), including a majority (61%) who rate the clarity of their bill 'very clear and can easily understand all of the information'.



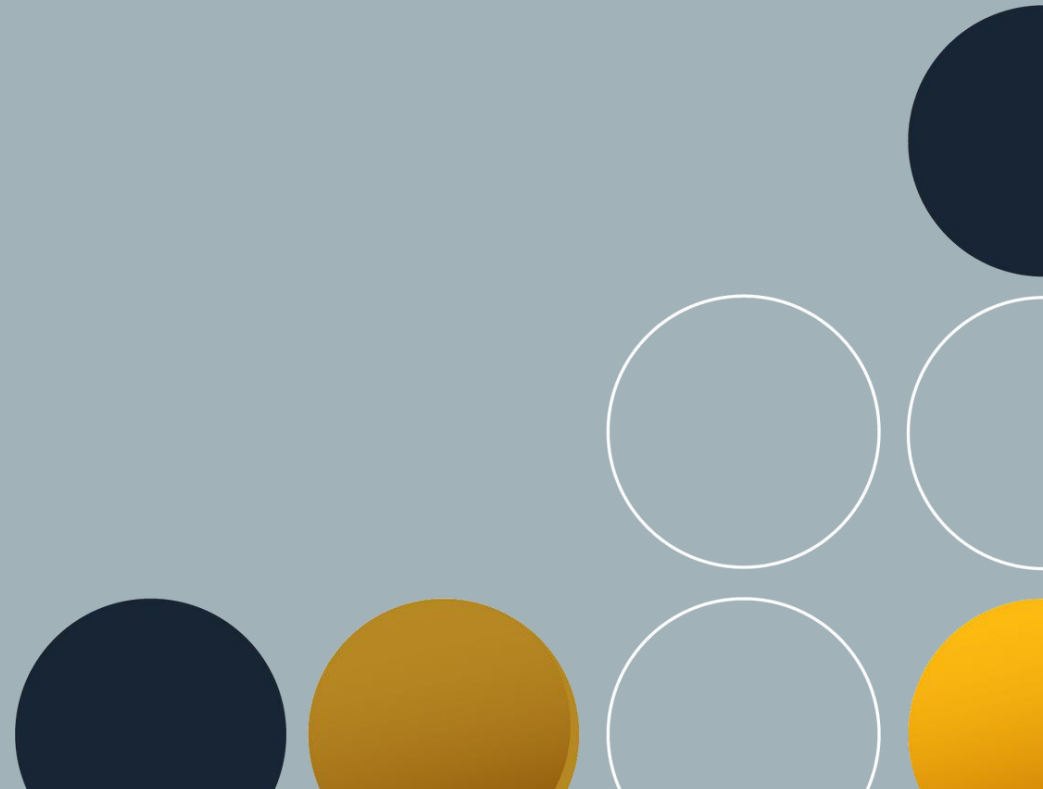
Over nine in 10 customers (93%) are satisfied with **LMW's performance overall**.

On balance, urban customers are more likely to be LMW '**promoters**' than they are to be '**detractors**'.



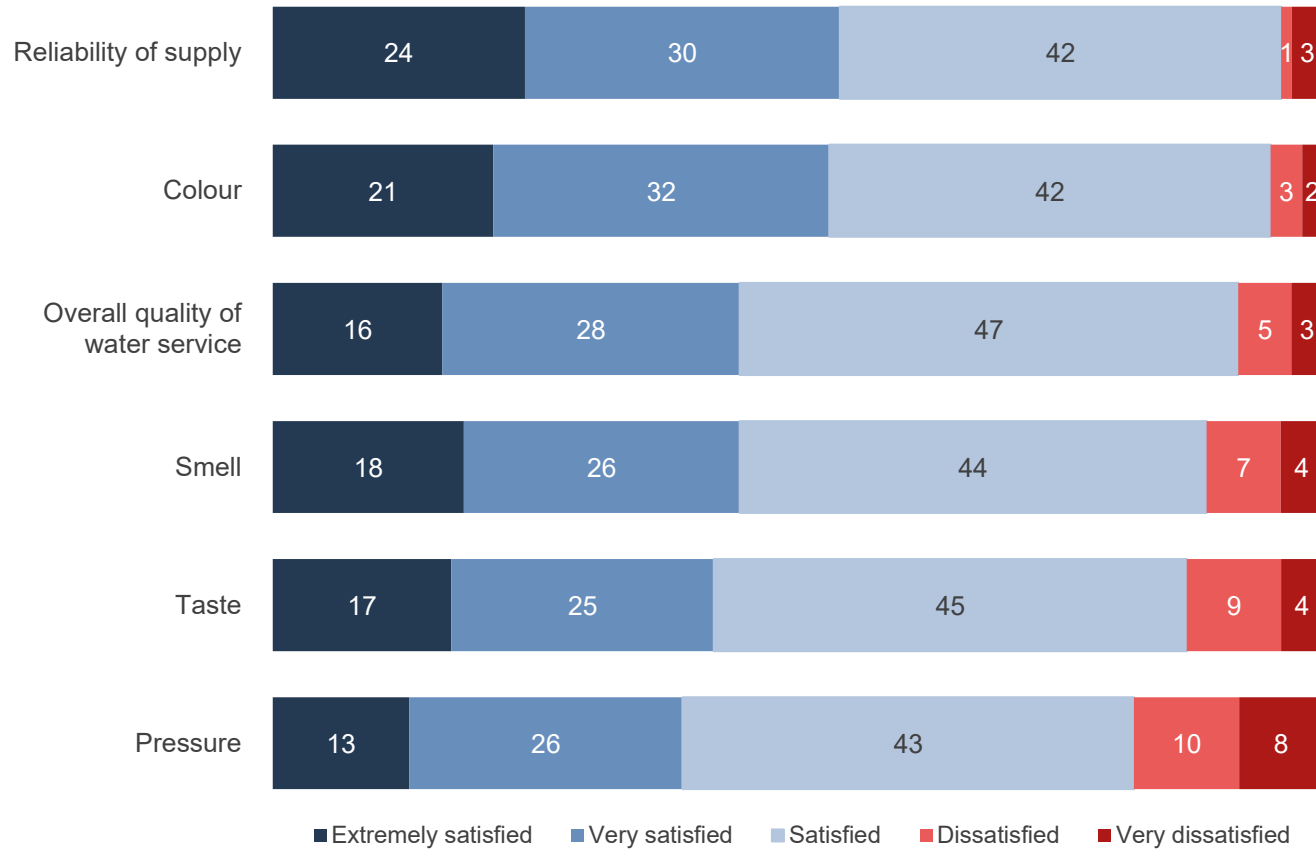
LMW's Net Promoter Score (NPS) sits at +4 (promoters minus detractors).

Detailed findings

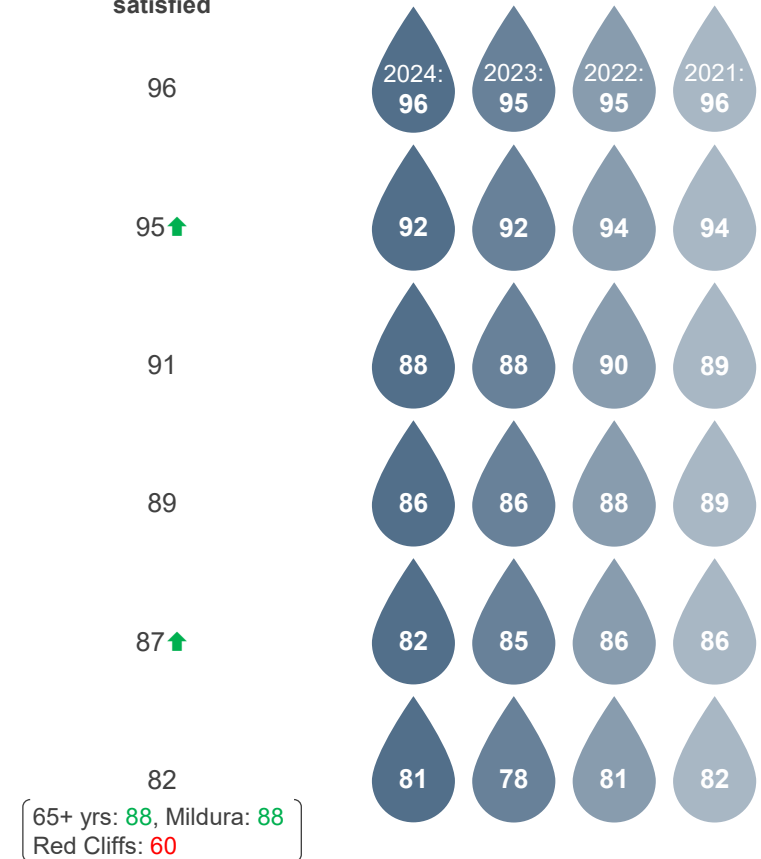


Satisfaction with aspects of LMW's water service among urban customers is at an all time (or equal) high

Satisfaction with aspects of water service (%)



Total satisfied



Significantly higher / lower than the total at the 95% confidence level.

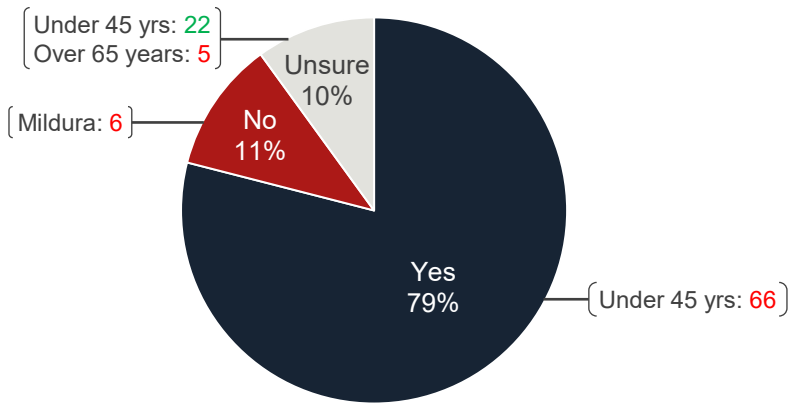
Significantly higher ↑ than the previous wave at the 95% confidence level.

Q1. Thinking about your water supply from Lower Murray Water, how satisfied are you with:

Base: All respondents (n=407).

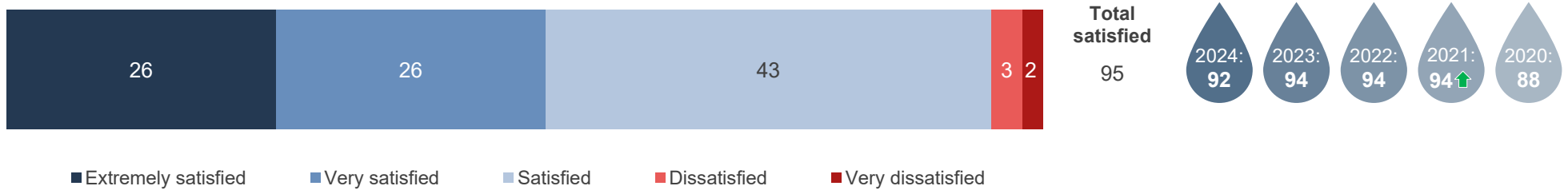
Around eight in 10 customers are connected to LMW’s sewerage system and most are satisfied with the service

Connected to LMW sewerage system



Satisfaction with aspects of sewerage service (%)

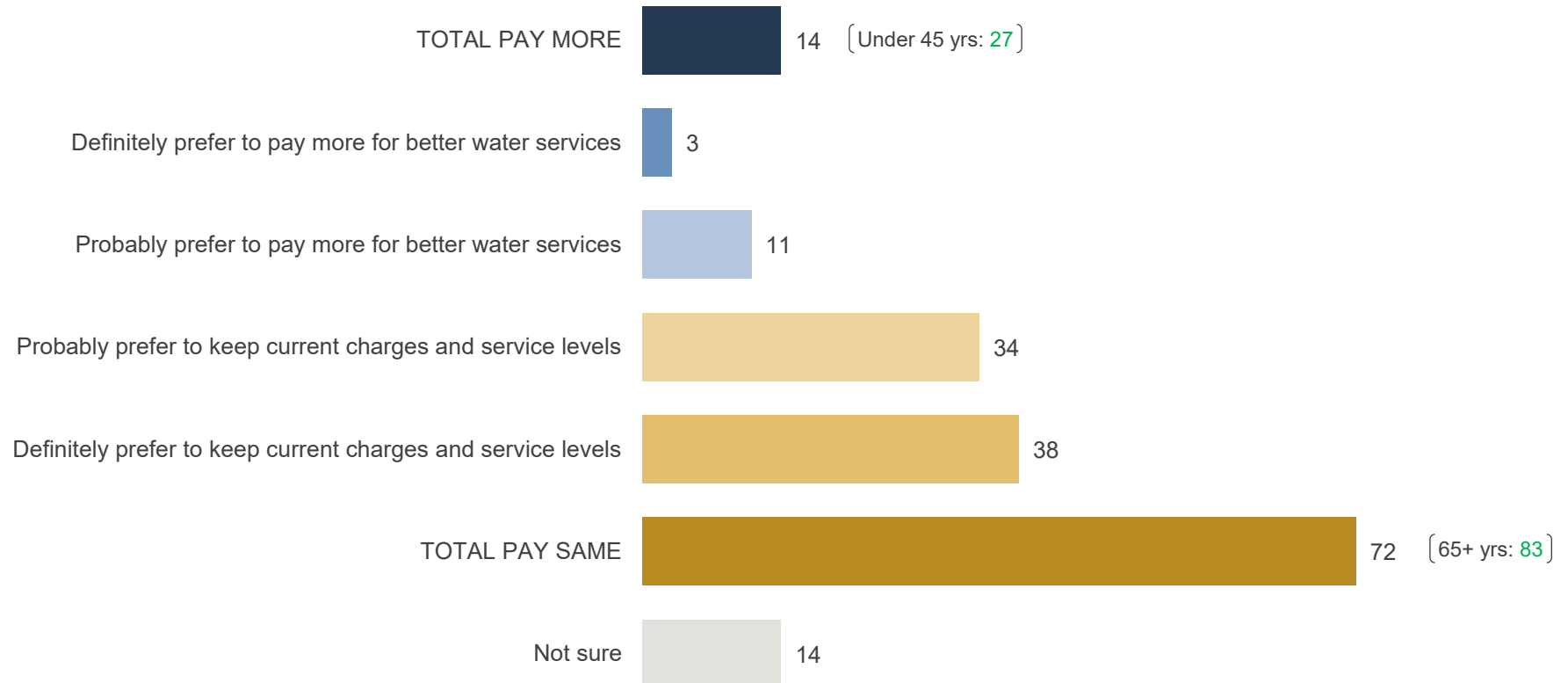
Among those connected



Significantly higher / lower than the total at the 95% confidence level.
 Significantly higher ↑ than the previous wave at the 95% confidence level.
 Q2. Are you connected to Lower Murray Water’s sewerage system? / Q2a. How satisfied are you with your sewerage service?
 Base: All respondents (n=407); those connected to sewerage service (n=322).

Over five times as many urban customers prefer keeping current service levels than paying more for better services

Preference to pay more for improved services versus keeping current charges and maintain existing service levels (%)



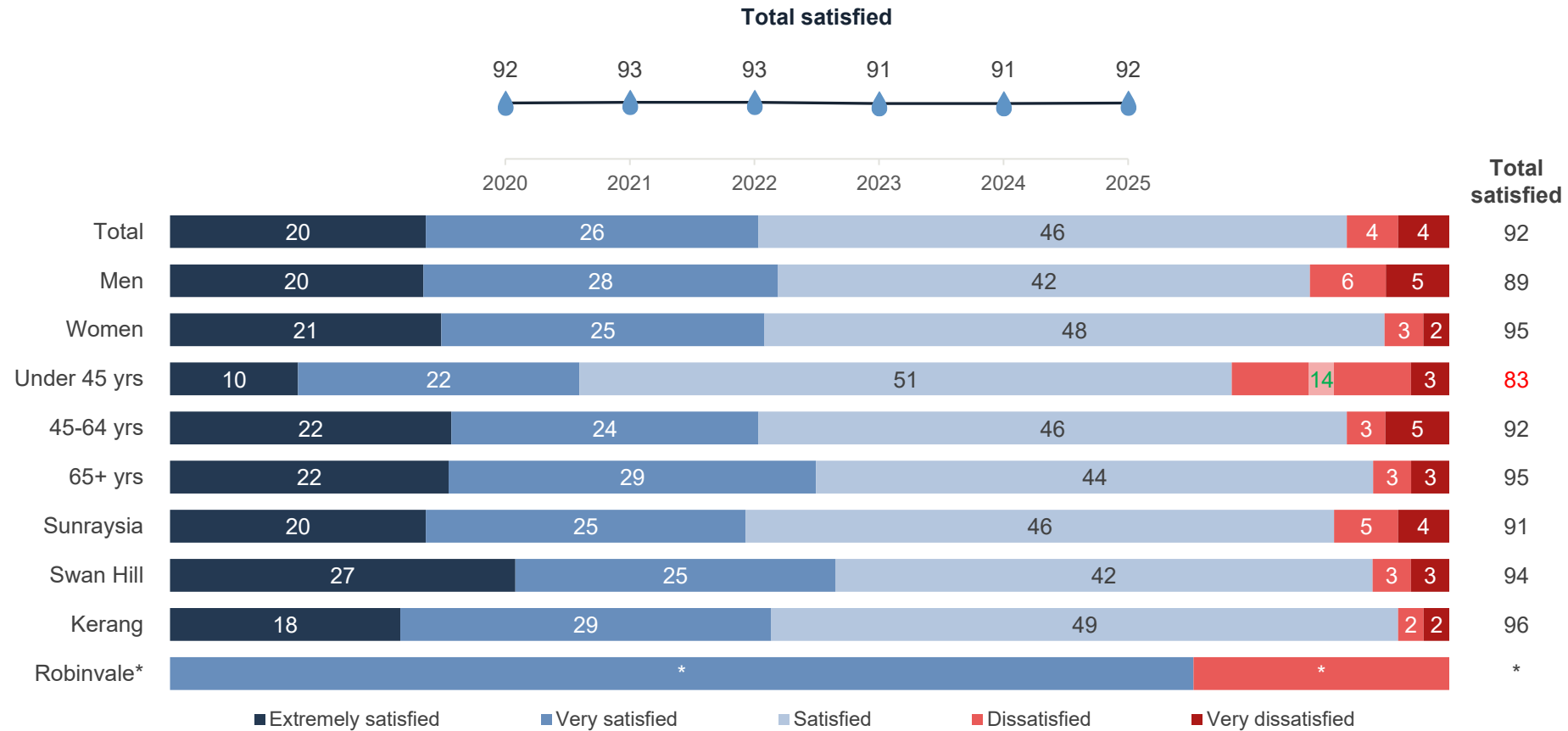
Significantly *higher* than the total at the 95% confidence level.

Q27. If you had to choose, would you prefer to pay more for water to receive improved services (e.g. digital metering, upgrades to infrastructure to improve water pressure or wet weather storage), or keep your current water charges and maintain existing service levels?

Base: All respondents (n=407).

Customers remain consistently satisfied with the ease of contacting LMW

Satisfaction with ease of contacting LMW (%)



* Caution: Insufficient sample size

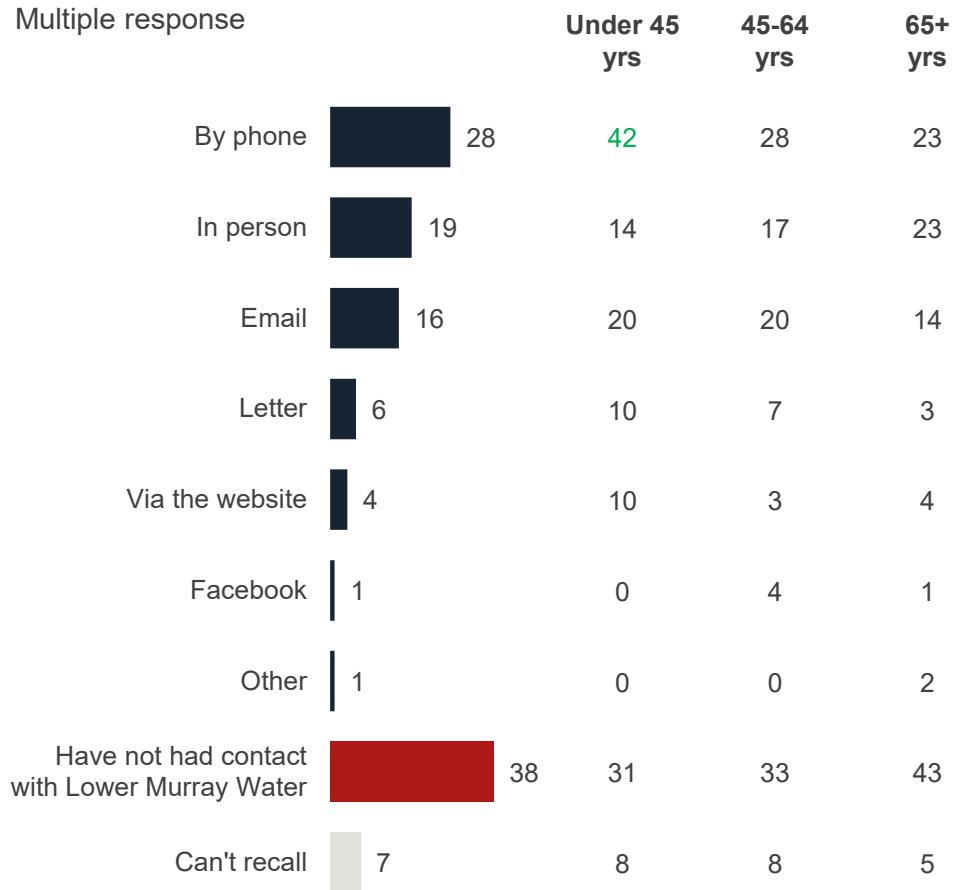
Significantly higher / lower than the total at the 95% confidence level.

Q3. Thinking about customer service, how satisfied are you with the ease of contacting Lower Murray Water?

Base: All respondents (n=407)

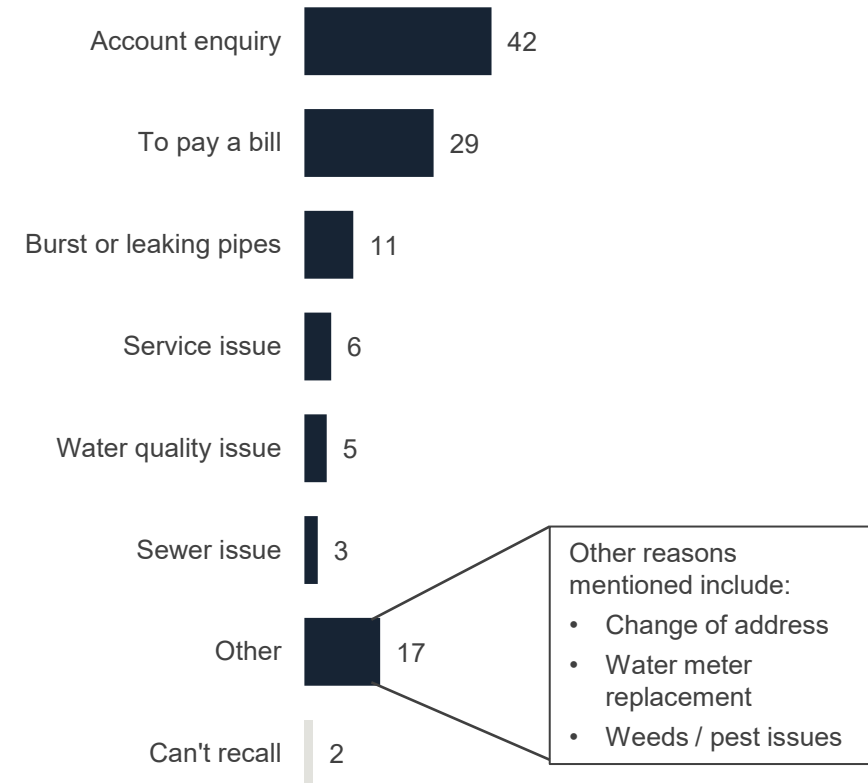
Phone is the primary method of contacting LMW, with account enquiry being the main reason for contact

Methods of contact with LMW in the last 12 months (%)



Reason for contact (%)

Multiple response – among those who had contact in the last 12 months



Significantly higher than the total at the 95% confidence level.

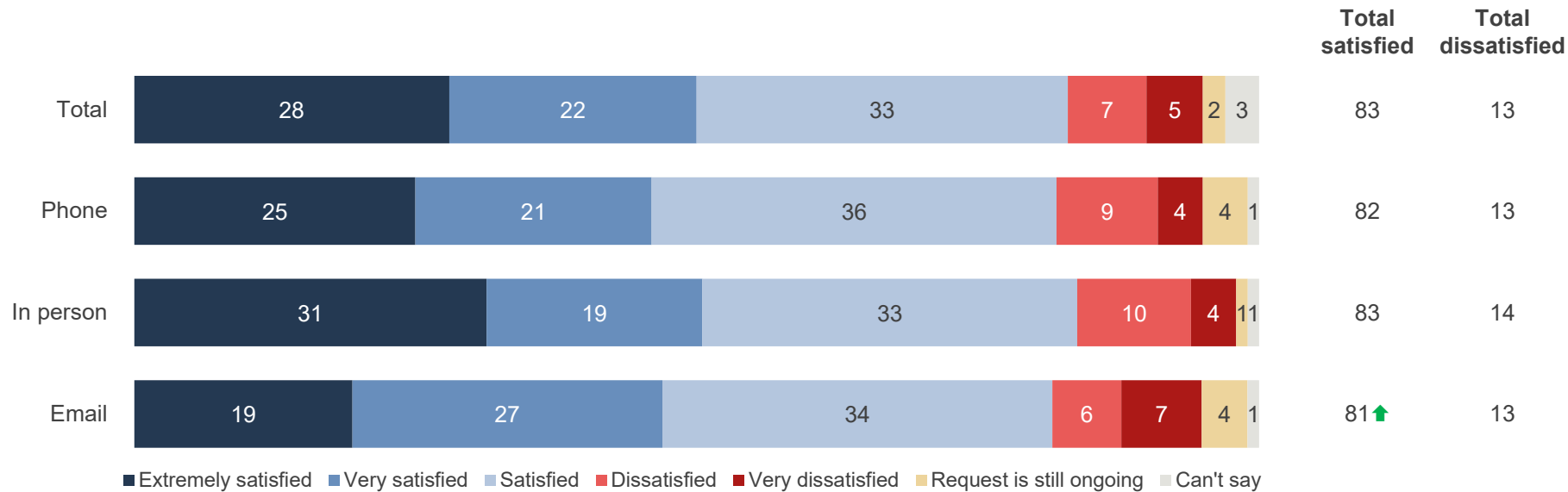
Q3a. Over the last 12 months, have you had contact with Lower Murray Water in any of the following ways? / Q3b. For what reasons did you have contact with Lower Murray Water?

Base: All respondents (n=407); those who had contact with LMW in last 12 months (n=227).

Satisfaction with LMW's responsiveness is at its highest level in three years

Satisfaction with LMW's responsiveness to resolve request (%)

Among those who had contact in the last 12 months



2024 Total satisfied:

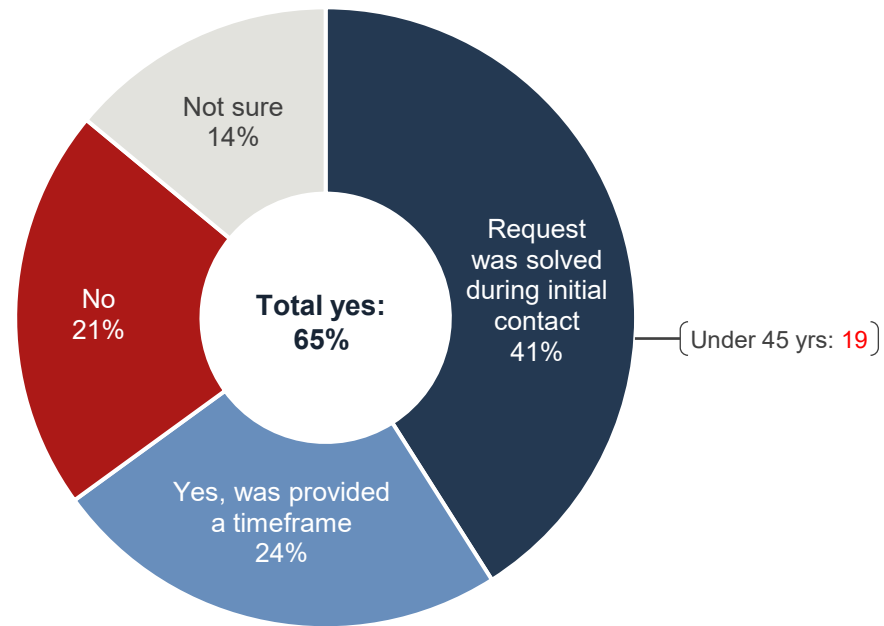
- Total: 80
- Phone: 80
- In person: 80
- Email: 70

Significantly *lower* than the total at the 95% confidence level.
 Significantly *higher* ↑ than the previous wave at the 95% confidence level.
 Q3bi. How satisfied were you with Lower Murray Water's responsiveness to resolve your request?
 Base: All respondents (n=407); those who had contact with LMW in last 12 months (n=227).

A majority of customers are given a response timeframe or have their request resolved on initial contact

Time indicated for LMW to respond

Among those who had contact in the last 12 months



Significantly *lower* than the total at the 95% confidence level.

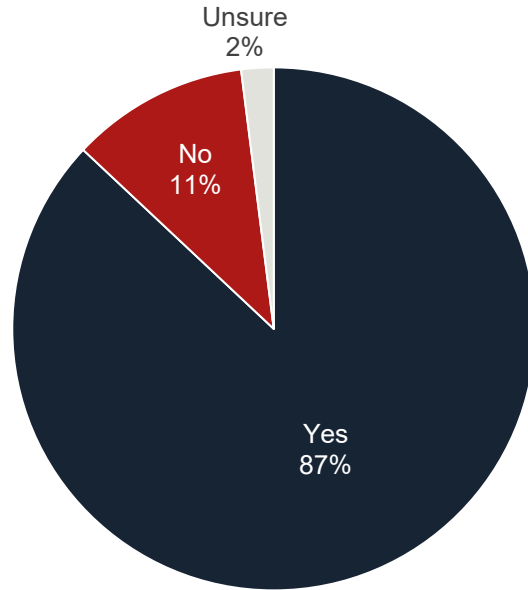
Q3bii. When you contacted Lower Murray Water, were you given an indication (e.g. via automated email, verbal communication or some other way) of how long it would take for Lower Murray Water to get back to you?

Base: Those who had contact with LMW in last 12 months (n=227).

LMW met most given timeframes, however half of those without a timeframe considered the response was reasonable

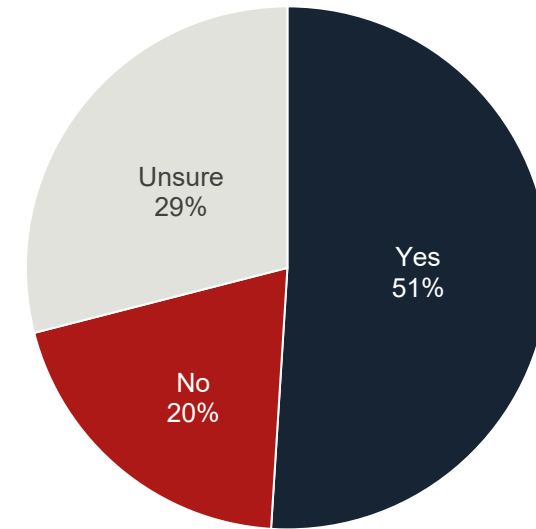
Respond to request within the given time frame

Among those who were given a timeframe



Respond to request within a reasonable time frame

Among those 'not sure' or not given a timeframe

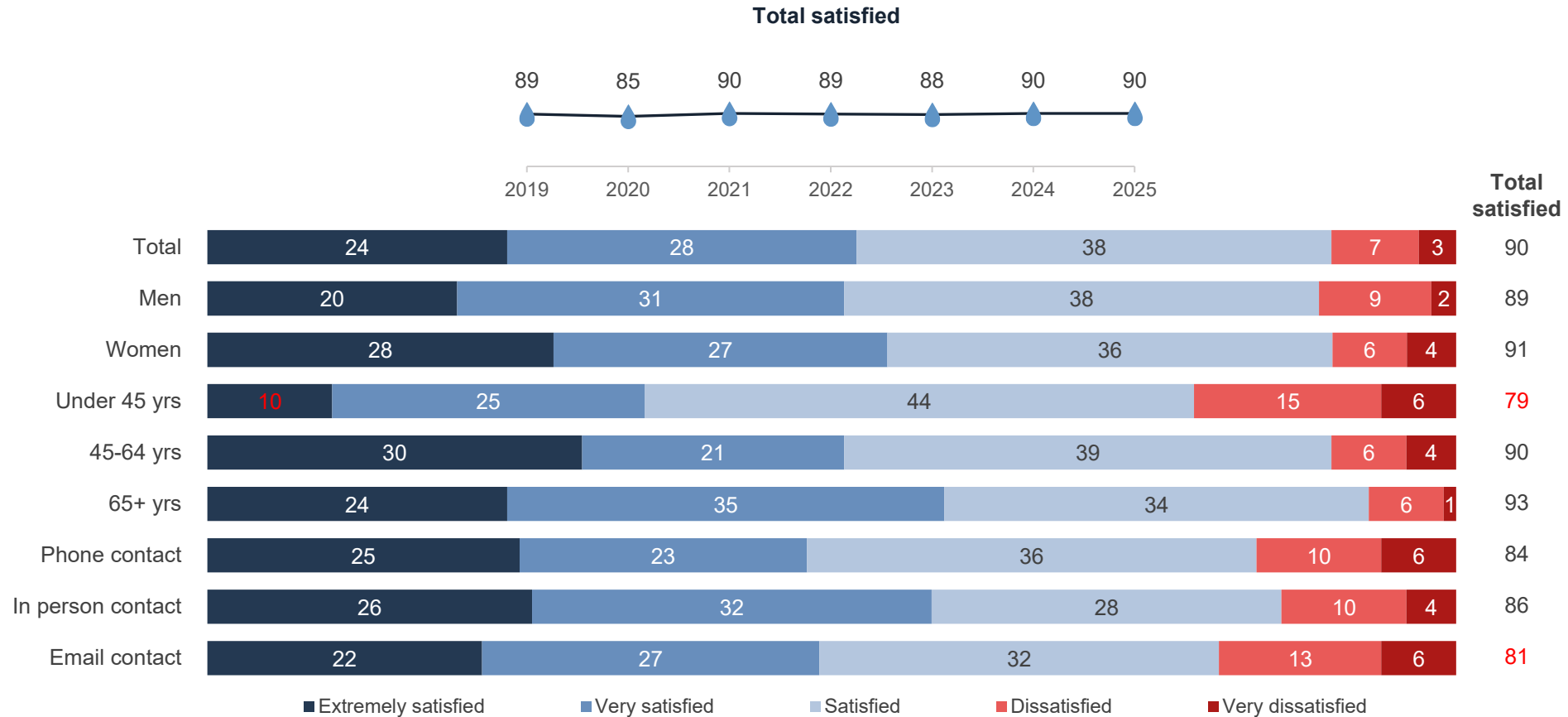


Q3biii. Did Lower Murray Water respond to your request within the given timeframe? / Q3biv. Did Lower Murray Water respond to your request within a reasonable timeframe?
 Base: Those who were given a timeframe (n=55); those who were not sure or not given a timeframe (n=79).

Customer service satisfaction remains steady, but younger customers and those who contact by email are less satisfied

Overall satisfaction with LMW's customer service (%)

Among those who had contact



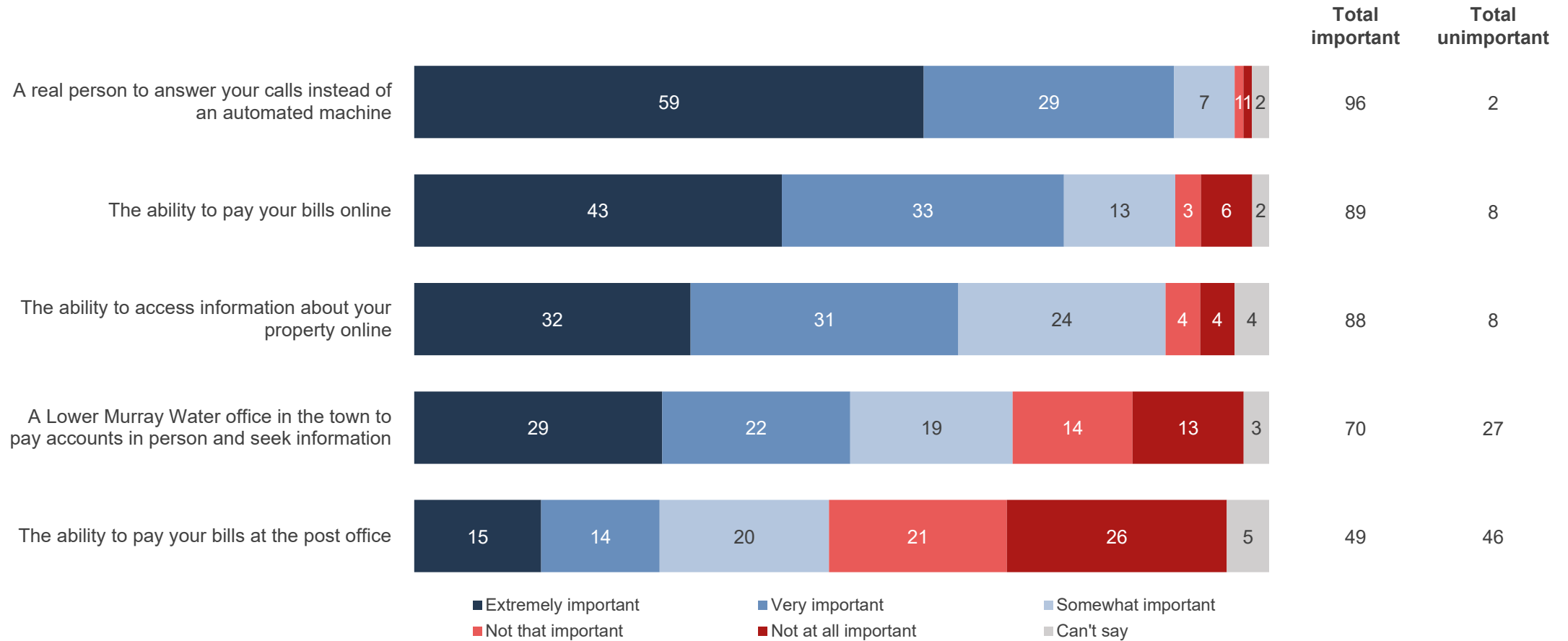
Significantly *lower* than the total at the 95% confidence level.

Q3c. Overall, how satisfied are you with Lower Murray Water's customer service?

Base: Respondents who had contact with LMW (n=320)

Customers value speaking to a real person, followed by the ability to pay bills and access property information online

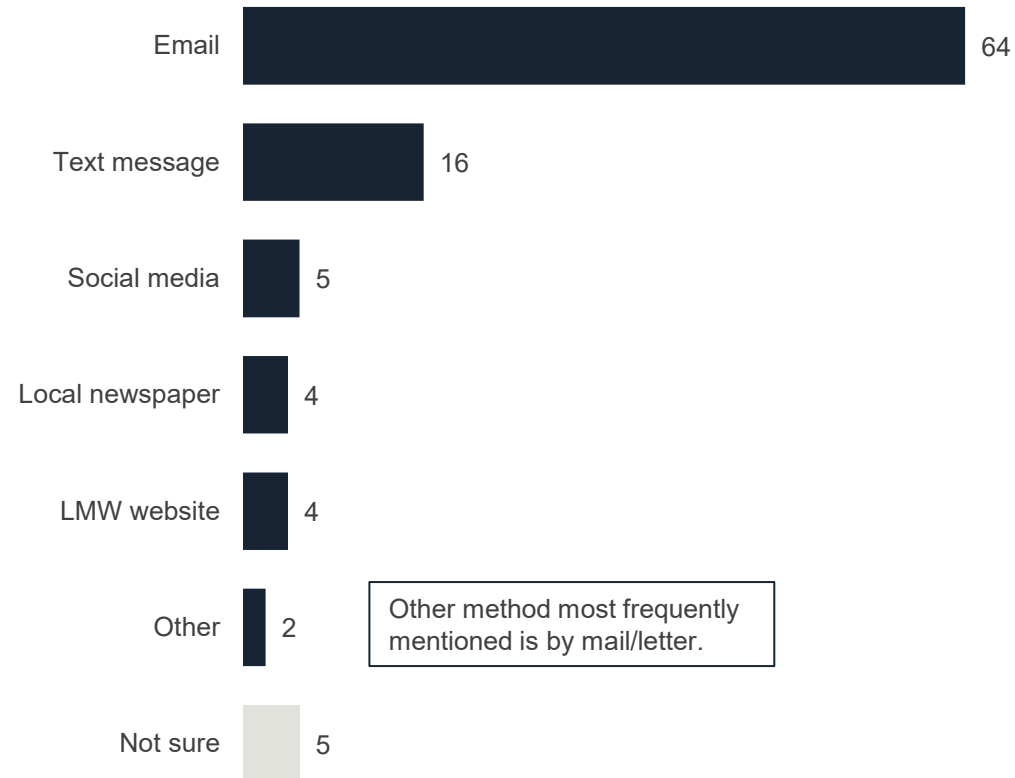
Importance of services (%)



Q22. How important is it to you that Lower Murray Water provides the following services?
 Base: All respondents (n=407).

Most customers prefer to receive general information from LMW via email

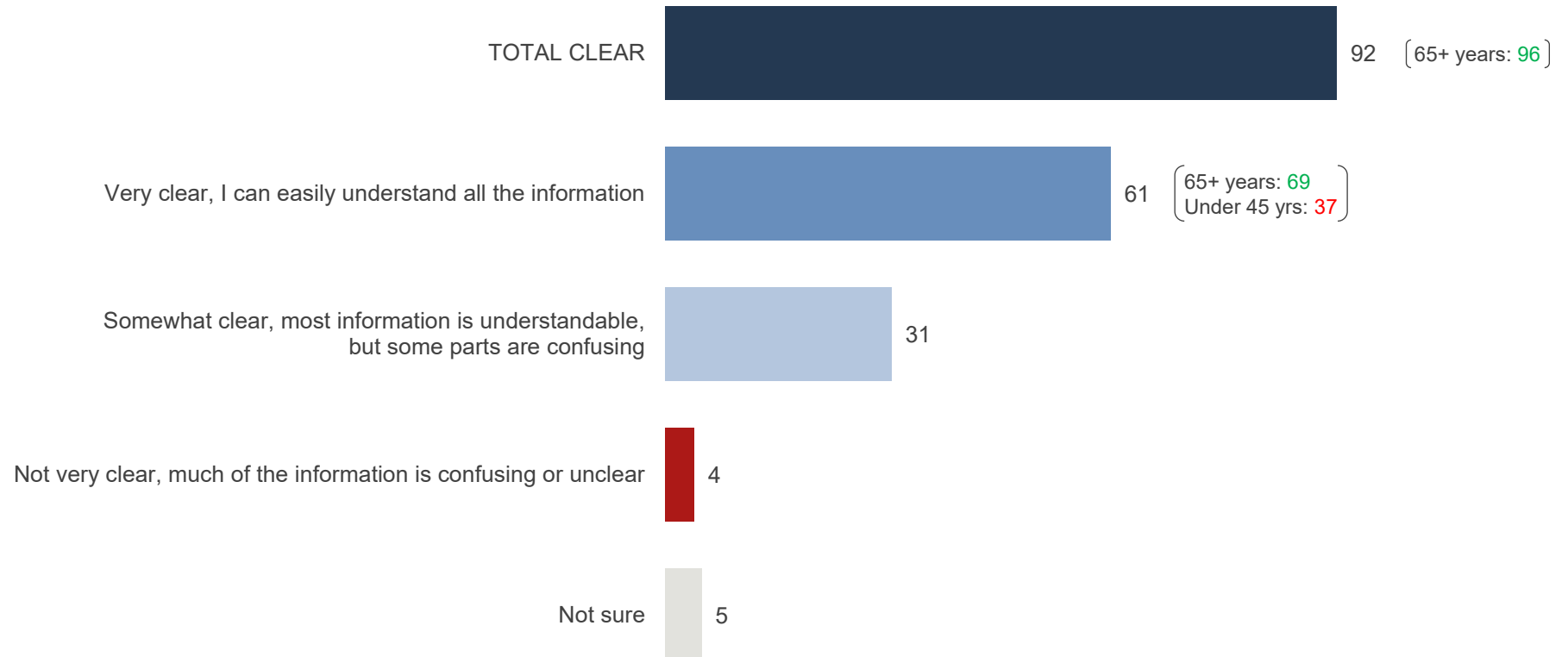
Preferred method of contact for general information (%)



Q5. Which is your preferred way for Lower Murray Water to provide you with general information, including about public works, major projects, environmental initiatives, etc.?
Base: All respondents (n=407).

Nine in 10 urban customers find their bill clear, with most considering it 'very clear'

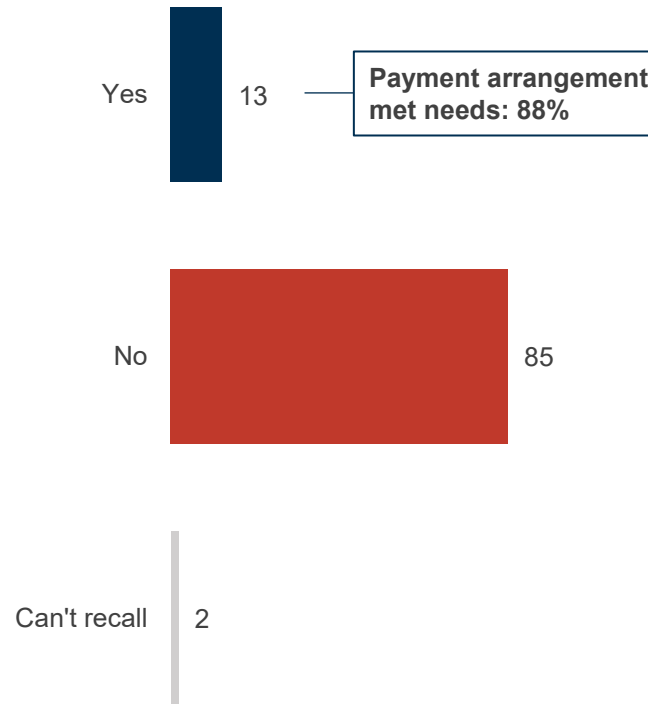
Clarity of bill (%)



Significantly higher / lower than the total at the 95% confidence level.
Q26. How would you rate the clarity of your bill?
Base: All respondents (n=407).

Nearly nine in 10 urban customers who contacted LMW regarding a payment arrangement had their needs fulfilled

Contacted LMW regarding payment arrangement in last 12 months (%)



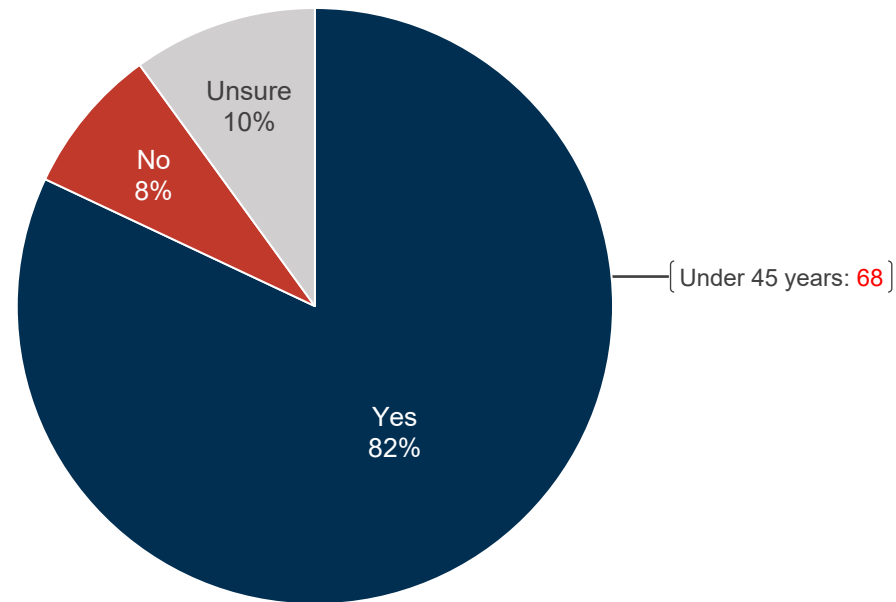
* Caution: Small sample size (n<50).

Q9. In the last 12 months, have you contacted Lower Murray Water about a payment arrangement for your bill? / Q10. Was a payment arrangement agreed that met your needs?

Base: All respondents (n=407); those who contacted LMW regarding payment arrangement in last 12 months (n=51); those for who payment arrangement did not meet their needs (n=6)

More than eight in 10 customers claim to understand the water saving rules

Understand Permanent Water Saving Rules for water use



In 2024, 78% of customers claimed to understand the Permanent Water Savings Rules.

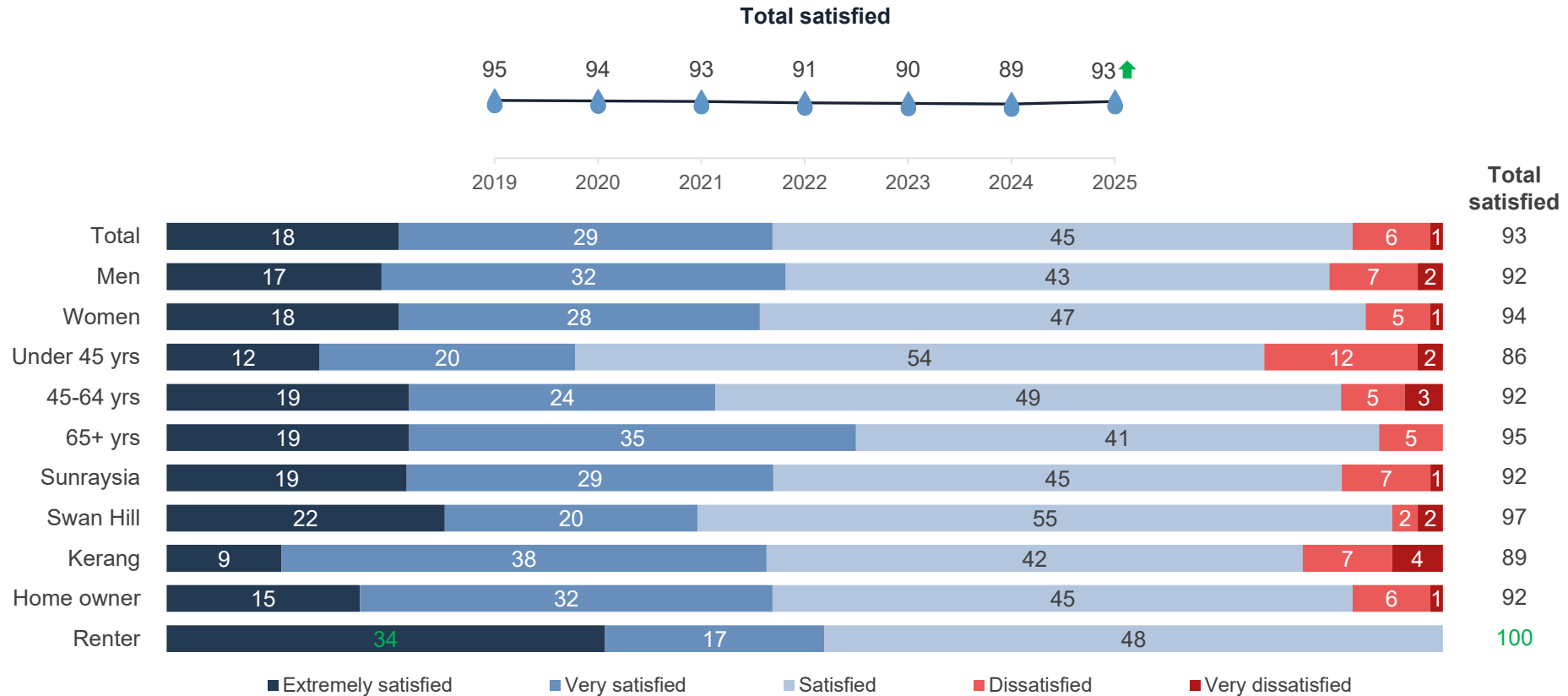
Significantly *lower* than the total at the 95% confidence level.

Q19. Do you understand the Permanent Water Savings Rules for water use? (Applicable to residential / business – garden watering 6:00pm to 10:00am on any day).

Base: All respondents (n=407).

Satisfaction with LMW's overall performance has improved after five years of consecutive decline

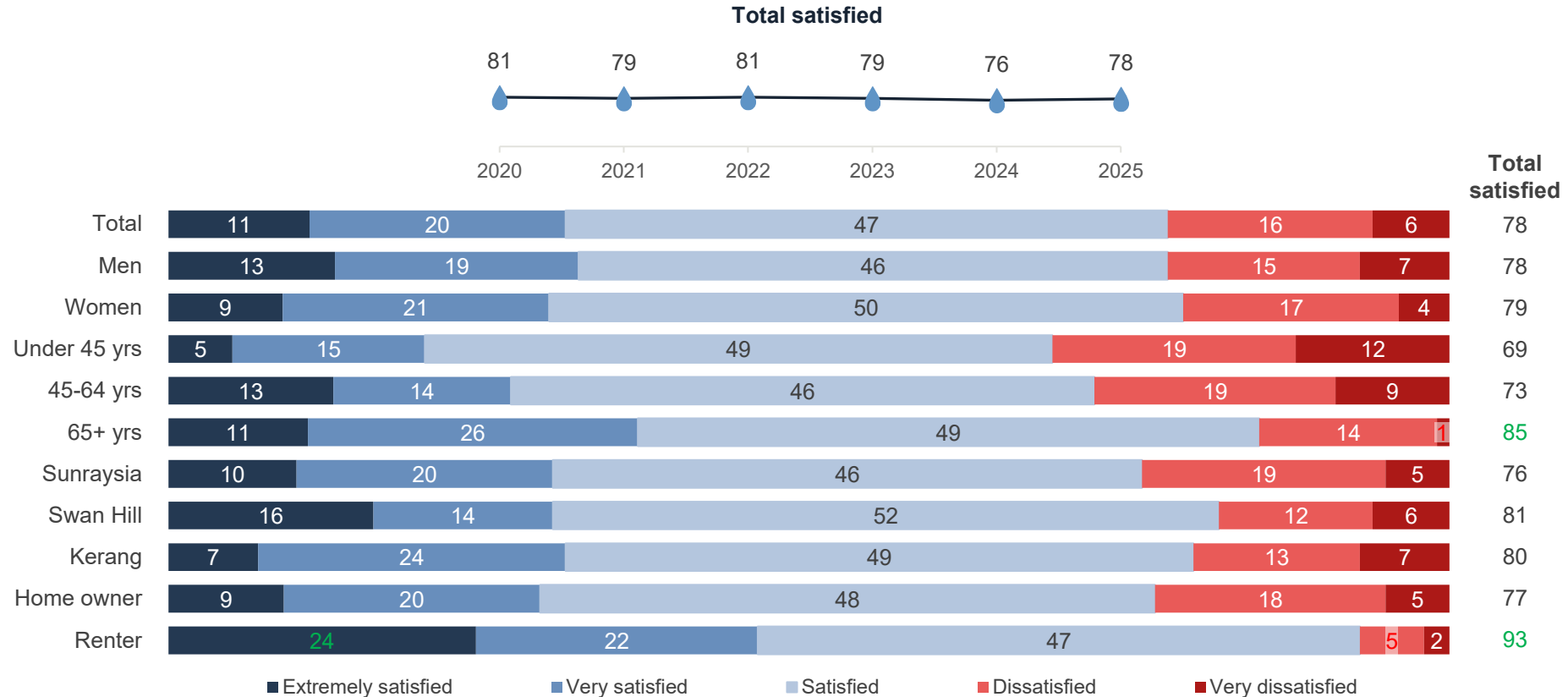
Overall satisfaction with LMW's performance (%)



Significantly **higher** than the total at the 95% confidence level.
 Significantly **higher** ↑ than the previous wave at the 95% confidence level.
 Q14. Overall, how satisfied are you with Lower Murray Water's performance?
 Base: All respondents (n=407).

Urban customers aged 65 years and over and renters are more satisfied than average with the value for money LMW provides

Satisfaction with value for money of water service (%)

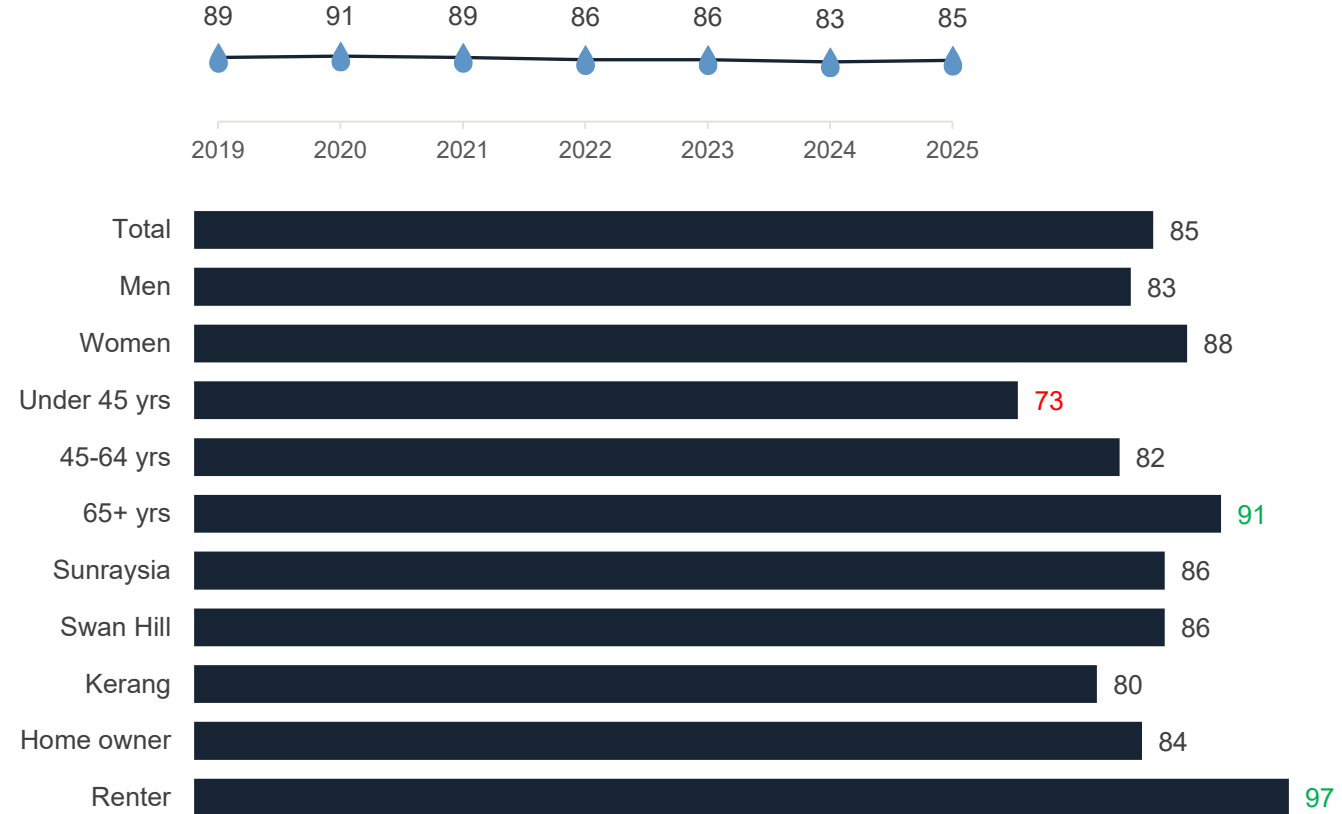


Significantly higher / lower than the total at the 95% confidence level.
 Q14a. Overall, how satisfied are you that Lower Murray Water services provide value for money?
 Base: All respondents (n=407).

LMW is seen by over eight in 10 customers as meeting expectations as a water service provider

LMW meets expectations as water service provider (%)

'Yes'



Significantly higher / lower than the total at the 95% confidence level.

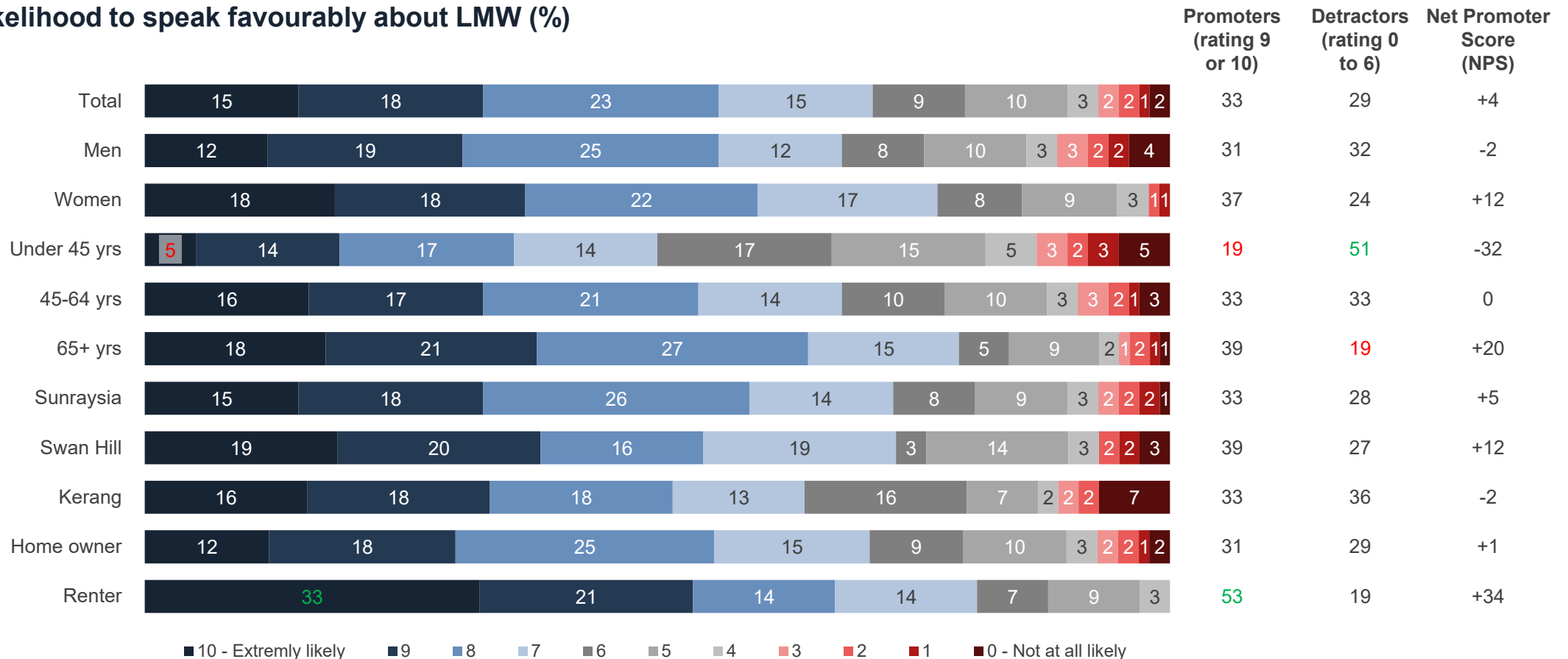
Q15. Is Lower Murray Water meeting your expectations as your water service provider?

Base: All respondents (n=407).

A third of customers are 'promoters', likely to speak positively about LMW, while those under 45 years are less likely to do so



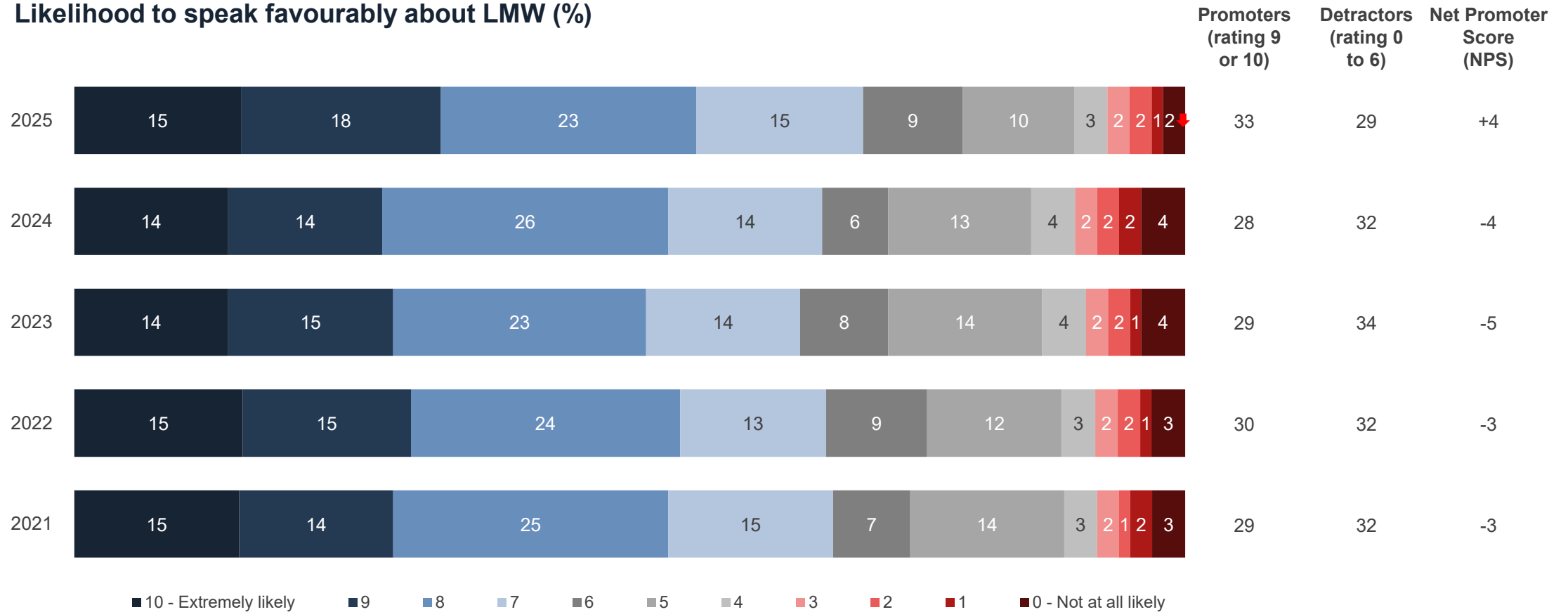
Likelihood to speak favourably about LMW (%)



Significantly higher / lower than the total at the 95% confidence level.
 Q17. If asked, how likely would you be to speak favourably about Lower Murray Water?
 Base: All respondents (n=407)

Customers are more likely to be ‘promoters’ than ‘detractors’, more likely to speak favourably than criticise LMW in 2025

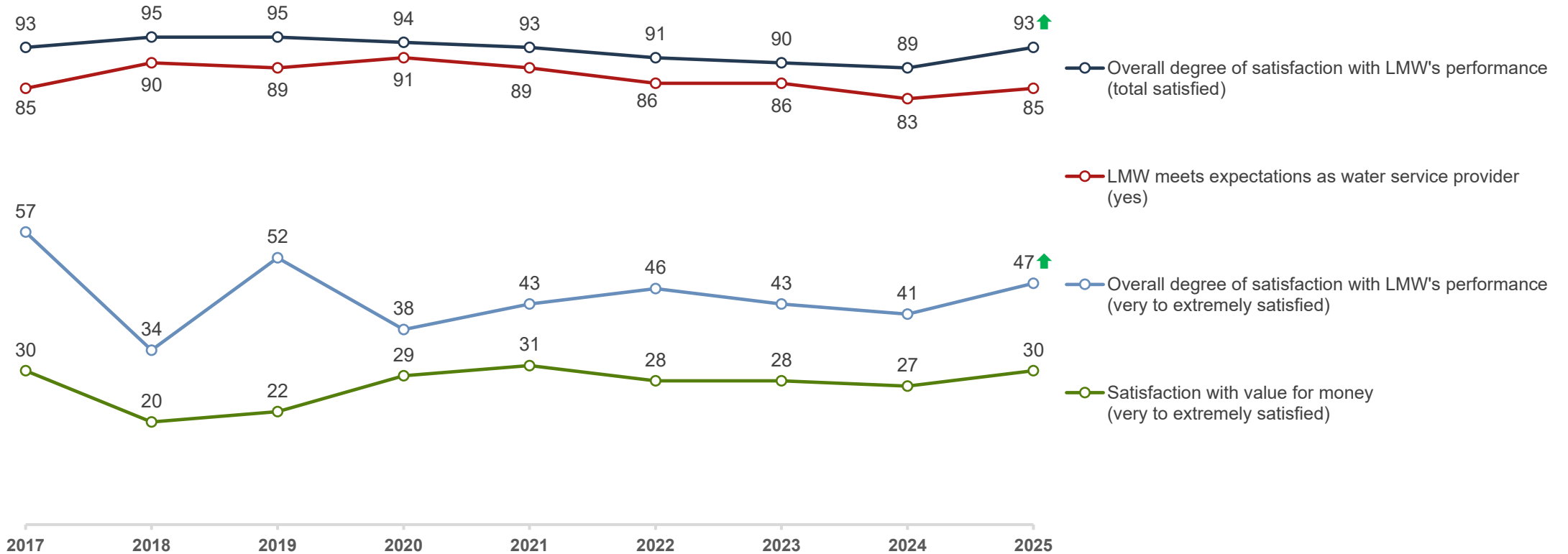
Likelihood to speak favourably about LMW (%)



Significantly lower ↓ than the previous wave at the 95% confidence level.
 Q17. If asked, how likely would you be to speak favourably about Lower Murray Water?
 Base: All respondents (n=407).

Comparison of customer satisfaction survey results over time: Key metrics

Urban Customer Satisfaction Survey results 2017-2025 trend (%)



Note: Methodology varies year on year so results over time should be regarded as indicative only.

Significantly higher ↑ than the previous wave at the 95% confidence level.

Q14. Overall, how satisfied are you with Lower Murray Water's performance? / Q15. Is Lower Murray Water meeting your expectations as your water service provider? / Q14a. Overall, how satisfied are you that Lower Murray Water services provide value for money?

Base: All respondents 2025 (n=407).

Considerations

Satisfaction with aspects of water service hits five-year high

Satisfaction with all aspects of LMW's water quality and service delivery is at its highest (or equal to the highest) level recorded in the past five years. Notably, satisfaction with water colour and taste has improved significantly since the previous evaluation, reversing the steady decline in taste ratings observed in earlier years. Satisfaction with water pressure remains significantly lower in Red Cliffs compared to other areas.

Opportunity to communicate resolution timelines in initial contact

Satisfaction with LMW's responsiveness has steadily improved over the past year. Most customers (65%) had their request resolved immediately or were given a timeframe, which LMW met in most cases. Among those who did not recall being given a timeframe, only half (51%) felt the response was timely. Clear communication of resolution timelines during the initial contact may be an opportunity.

Customers aged under 45 years less likely to understand their bill

Customers under 45 years are less satisfied with the ease of contacting LMW and overall customer service. They are also the only group less likely to 'fully understand' their bill and more likely to not understand Permanent Water Saving Rules. This age group uses phone as the main method to contact LMW, providing an opportunity to improve service interactions here to ensure clarity in communication.

Emails preferred for general information but ranks low for service satisfaction

Email (64%) remains the preferred channel for urban customers to receive general information from LMW (e.g. public works, major projects, environmental initiatives). However, overall satisfaction with customer service is significantly lower compared to the average among those who contacted LMW via email. Continued efforts in improving response times could help lift satisfaction with this channel.

Urban customers now more likely to recommend than criticise LMW


Positively, reputational ratings (perceptions of overall performance, meeting expectations, value for money and the Net Promoter Score) have all improved following last year's declines. Notably, the Net Promoter Score is now positive for the first time since 2021 (+4), indicating urban customers are more likely to recommend LMW than speak less well about it. This is a positive result for Lower Murray Water.



There are over 76,000 LMW urban customers...

Find out what they're thinking.

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