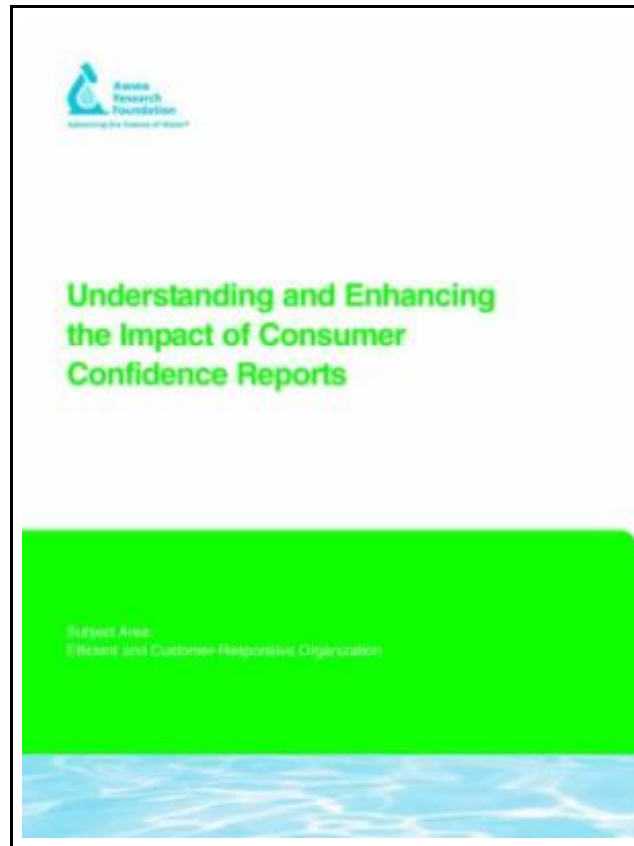


Understanding and Enhancing the Impact of Consumer Confidence Reports



Filesize: 6 MB

Reviews

This publication is definitely not simple to begin on studying but quite fun to see. It really is full of knowledge and wisdom I am just effortlessly can get a satisfaction of studying a created pdf.
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UNDERSTANDING AND ENHANCING THE IMPACT OF CONSUMER CONFIDENCE REPORTS



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Iwa Publishing, United Kingdom, 2005. Paperback. Book Condition: New. 277 x 208 mm. Language: English Brand New Book ***** Print on Demand *****.The objectives of this research were to evaluate the effectiveness of Consumer Confidence Reports (CCRs) and to better understand the effect of CCRs on water utility customers. The specific goals were (1) to evaluate whether and how CCRs influence consumer perceptions and (2) to determine what attributes of CCRs most influence consumers' perceptions. Following a review of what is currently known about public perceptions of drinking water safety, the effect of water utility communications on those perceptions, and the research methods used to make those assessments, the researchers used several different techniques to better understand CCR effectiveness. The research comprised five integrated tasks: 1. A mail survey of 118 water utilities exploring what CWS are doing to meet the CCR requirements. 2. Ten directed micro-focus groups with water utility customers in five cities to explore customer reactions to reading CCRs. 3. CCR attribute characterization, where 127 CCRs were coded on 95 attributes to explore what attributes are most important in determining the usability of CCRs. 4. A national random sample telephone survey of the general population, with 1,146 water utility customers and 268 well water users to investigate current CCR impacts. 5. A central site survey with 152 water utility customers in three cities, which evaluated CCRs on multiple response scales to determine how customers react to CCR attributes. With 45 of customers who remembered receiving a CCR indicating that getting the report made them feel more confident about the health and safety of their tap water and 6 saying it made them feel less confident, CCRs have had a net positive effect on about 12 million households nationwide?improving their confidence about the health and safety of their...



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