



Cascade WaterSense® Toilet Replacement Program Customer Survey Summary

July 2010

The results are in, and the news is good! Homeowners participating in the Cascade Water Alliance WaterSense® Toilet Replacement Program have overwhelmingly rated their new WaterSense® toilets with very high marks and say they perform *better* than their old water guzzling toilets. Of the 611 surveys received so far, **93%** of respondents rated the overall performance of their toilets as “excellent or good”, and an amazing **96%** indicated the toilets performed *as well or better* than their old toilets.

WaterSense® is a national labeling program administered by the US Environmental Protection Agency (EPA) that awards a special label to products using **20%** less than the code or standard *while still providing superior performance*. There are currently over 300 toilet models with the WaterSense® label representing all major brands, styles and price ranges. Local retailers now carry many models with the WaterSense® label. To learn more about WaterSense®, [click here](#).

The surveys collected data from homeowners who purchased the following toilet brands:

- American Standard
- Aqua Source
- Caroma
- Cascadian
- Foremost
- Gerber
- Glacier Bay
- Jacuzzi
- Kohler
- Mohen
- Pegasus
- Proflo
- Quality Craft
- Toto
- Water Ridge

About the Program and Survey

Cascade Water Alliance provides up to a \$100 rebate to its customers for the purchase and installation of any high efficiency toilet bearing the EPA WaterSense® label. Throughout the year, survey forms are sent to all customers who have participated in this program to learn how well the new toilets are performing and the effectiveness of the program. This report summarizes the responses to the customer surveys from January 2009 – June 2010. To view the complete tabulation of customer surveys, [click here](#).

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The surveys are sent via US Post Office quarterly to all customers submitting valid rebate applications during the previous quarter. Responding customers have had their toilets from one month to four months or longer depending on how soon the rebate applications were mailed after purchasing the toilet. The survey format is a return postage-paid mailer with the survey portion as a tear-off return card. No customer information, such as name and address, is included on the return portion of the card.

The surveys ask for basic information, such as the toilet brand and model, and several performance related questions regarding flushing ability, clogs and sewer line backups. The surveys include a comment section as well. The comments are provided in the complete [tabulation](#), but not in this summary. Information on the specific toilet model is sometimes lacking in the returned surveys. Therefore, this report summarizes responses based on the brand of the toilet. The complete [tabulation](#) provides information on individual models when provided by the customer. Readers should be aware that for some toilets, very few surveys have been received to date, and this can skew the results. Results for a toilet brand with fewer than five survey responses are noted in the summary.

Survey information for this program will continue to be collected through 2010. New survey information will be updated in this report and the complete [tabulation](#) on a quarterly basis and will be available at cascadewater.org. Any questions regarding this survey should be directed to Michael Brent, Water Resources Manager, Cascade Water Alliance. Phone: 425.453.1810. Email: mbrent@cascadewater.org.

The Fine Print

Cascade Water Alliance neither supports nor disputes any statements or opinions from customers in the surveys regarding the performance of their toilet. This summary is provided solely as a tool for Cascade customers who may be in the market for a new toilet. Customers are advised to utilize many forms of information regarding toilet performance to make their purchasing decision, such as the EPA WaterSense® website, the Maximum Performance Testing of Popular Toilet Models by Veritec Consulting, Inc. & Koeller and Company ([click here to view the report](#)), as well as information from their plumber or local retailer. Cascade Water Alliance does not promote any toilet manufacturer or toilet model, but does encourage customers to choose a WaterSense® labeled toilet.

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Cascade WaterSense® Toilet Replacement Program Customer Survey Summary

Results

All Brands Combined

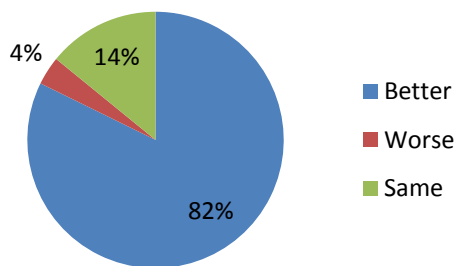
Models Surveyed: Approximately 30

Number of Survey Responses: 611

Customers Reporting Some Clogging or Double-Flushing: 14%

Overall Performance Rating:  (4.57 on a scale of 1 – 5)

How Does the New Toilet Compare to the Old Toilet?



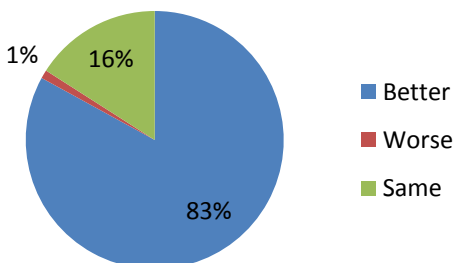
Brand: American Standard

Models Surveyed: Cadet 3, Dual Flush, Evolution, Mainstream Flowise

Number of Survey Responses: 94

Customers Reporting Some Clogging or Double-Flushing: 12%

Overall Performance Rating:  (4.47 on a scale of 1 – 5)



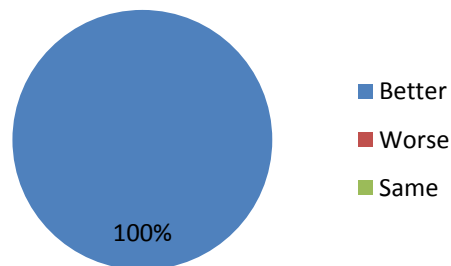
Brand: Aqua Source

Models Surveyed: Not Provided

Number of Survey Responses: 5 (NOTE LOW NUMBER OF RESPONSES)

Customers Reporting Some Clogging or Double-Flushing: 0%

Overall Performance Rating:  (4.4 on a scale of 1 – 5)



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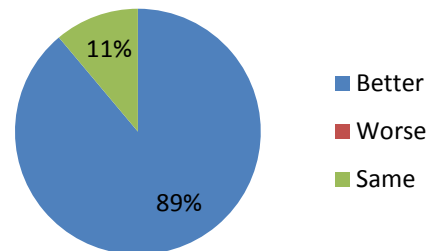
Brand: **Caroma**

Models Surveyed: Caravelle, Sydney

Number of Survey Responses: 9

Customers Reporting Some Clogging or Double-Flushing: 11%

Overall Performance Rating:  (4.7 on a scale of 1 – 5)



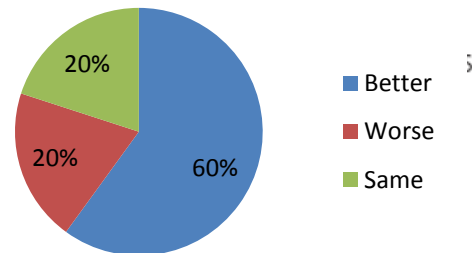
Brand: **Cascadian**

Models Surveyed: Toscano

Number of Survey Responses: 5 (NOTE LOW NUMBER OF RESPONSES)

Customers Reporting Some Clogging or Double-Flushing: 40%

Overall Performance Rating:  (3.8 on a scale of 1 – 5)



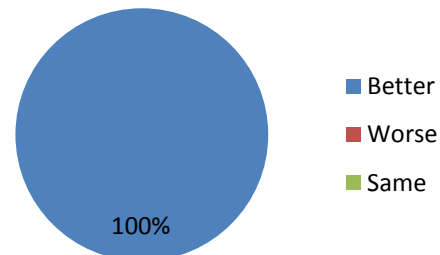
Brand: **Foremost**

Models Surveyed: Gemini

Number of Survey Responses: 3 (NOTE LOW NUMBER OF RESPONSES)

Customers Reporting Some Clogging or Double-Flushing: 0%

Overall Performance Rating:  (5 on a scale of 1 – 5)




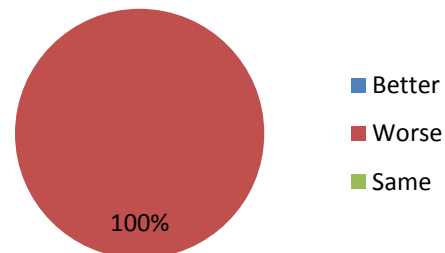
Brand: **Gerber**

Models Surveyed: Not Provided

Number of Survey Responses: 1 (NOTE LOW NUMBER OF RESPONSES)

Customers Reporting Some Clogging or Double-Flushing: 0%

Overall Performance Rating:  (1 on a scale of 1 – 5)



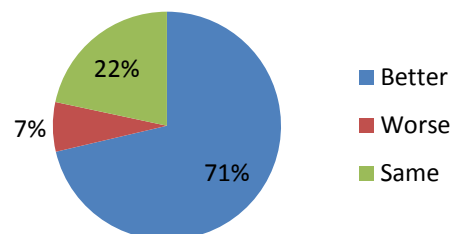
Brand: **Glacier Bay**

Models Surveyed: All-In-One, Dual Flush

Number of Survey Responses: 157

Customers Reporting Some Clogging or Double-Flushing: 23%

Overall Performance Rating:  (4.37 on a scale of 1 – 5)



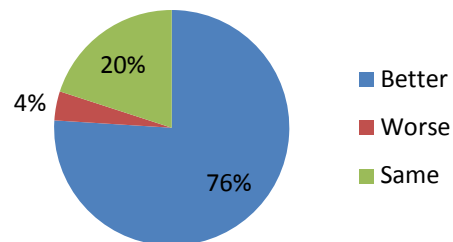
Brand: **Jacuzzi**

Models Surveyed: Espree, Perfecta

Number of Survey Responses: 25

Customers Reporting Some Clogging or Double-Flushing: 32%

Overall Performance Rating:  (4.44 on a scale of 1 – 5)



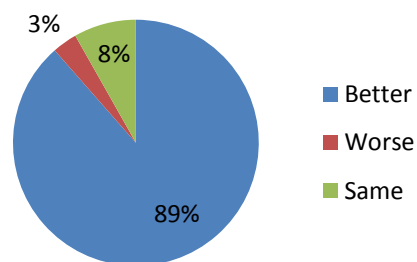
Brand: **Kohler**

Models Surveyed: Cimarron, Highline Pressure Lite, Kelston, Persuade, Sterling

Number of Survey Responses: 122

Customers Reporting Some Clogging or Double-Flushing: 10%

Overall Performance Rating:  (4.68 on a scale of 1 – 5)



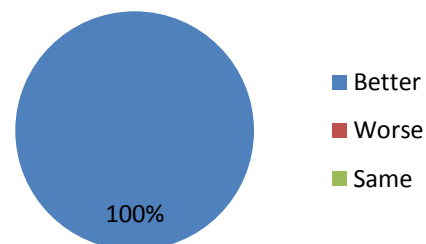
Brand: **Mohen**

Models Surveyed: Not Provided

Number of Survey Responses: 1 (NOTE LOW NUMBER OF RESPONSES)

Customers Reporting Some Clogging or Double-Flushing: 0%

Overall Performance Rating:  (5 on a scale of 1 – 5)



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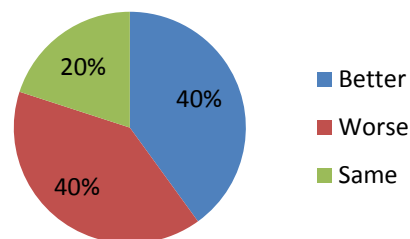
Brand: Pegasus

Models Surveyed: Not Provided

Number of Survey Responses: 5 (NOTE LOW NUMBER OF RESPONSES)

Customers Reporting Some Clogging or Double-Flushing: 60%

Overall Performance Rating:  (4 on a scale of 1 – 5)



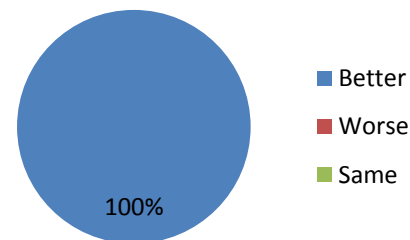
Brand: Proflo

Models Surveyed: Not Provided

Number of Survey Responses: 1 (NOTE LOW NUMBER OF RESPONSES)

Customers Reporting Some Clogging or Double-Flushing: 0%

Overall Performance Rating:  (5 on a scale of 1 – 5)



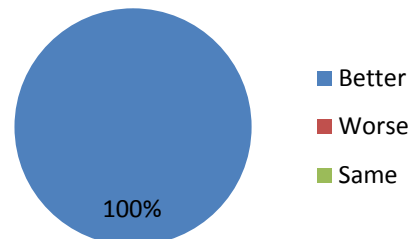
Brand: Quality Craft

Models Surveyed: Alexis

Number of Survey Responses: 2 (NOTE LOW NUMBER OF RESPONSES)

Customers Reporting Some Clogging or Double-Flushing: 0%

Overall Performance Rating:  (5 on a scale of 1 – 5)



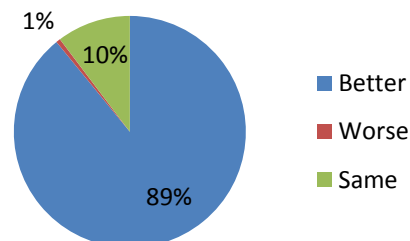
Brand: Toto

Models Surveyed: Aquia, Aquia II, Dalton, Drake, ADA Drake, EcoDrake, ADA Ultramax, Eco Ultramax, Eco Ultramax II, Ecomax, Gwentyth, Eco Gwentyth, Promenade

Number of Survey Responses: 165

Customers Reporting Some Clogging or Double-Flushing: 7%

Overall Performance Rating:  (4.82 on a scale of 1 – 5)



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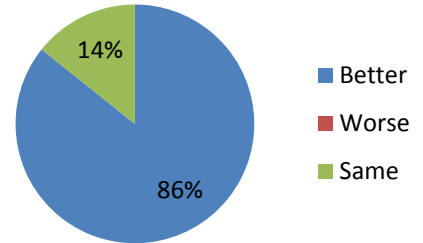
Brand: **Water Ridge**

Models Surveyed: Dual Flush

Number of Survey Responses: 14

Customers Reporting Some Clogging or Double-Flushing: 14%

Overall Performance Rating:  (4.57 on a scale of 1 – 5)



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