



# Cascade WaterSense® Toilet Replacement Program Customer Survey Summary

December 15, 2009

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 302 surveys received so far, **93.7** percent of respondents rated the overall performance of their toilets as “excellent or good”, and an amazing **95.7** percent indicated the toilets performed as well or better than their old toilets.

WaterSense® is a federal labeling program administered by the US Environmental Protection Agency that awards the special label to products using 20% less than the standard or code 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 brands:

- American Standard
- Aqua Source
- Caroma
- Cascadian
- Foremost
- Gerber
- Glacier Bay
- Jacuzzi
- Kohler
- Pegasus
- 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 – October, 2009. To view the complete tabulation of customer surveys, [click here](#).

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The surveys are sent via US Post Office after the end of each quarter 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 percentage results. Results for a toilet brand with fewer than five survey responses are noted in the summary.

It is anticipated that survey information for this program will continue to be collected throughout 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](http://cascadewater.org). Any questions regarding this survey should be directed to Michael Brent, Water Resources Manager, Cascade Water Alliance, Telephone number: 425.453.1810.

### **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 prospective 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 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 20

Number of Survey Responses: 302

Customers Reporting Some Clogging or Double-Flushing: 16.8%

Overall Performance Rating:  4.56 on a scale of 1 – 5

### Brand: American Standard

Models Surveyed: Cadet 3, Mainstream Flowise

Number of Survey Responses: 39

Customers Reporting Some Clogging or Double-Flushing: 15.4%

Overall Performance Rating:  4.41 on a scale of 1 – 5

### Brand: Aqua Source

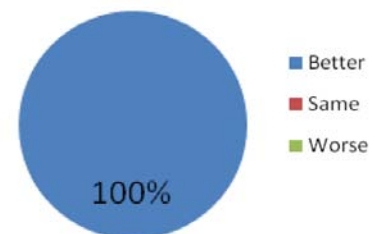
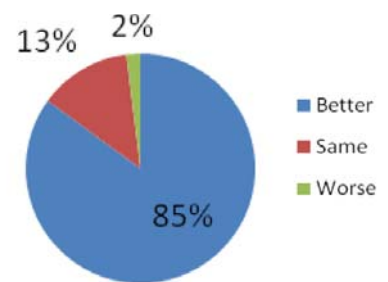
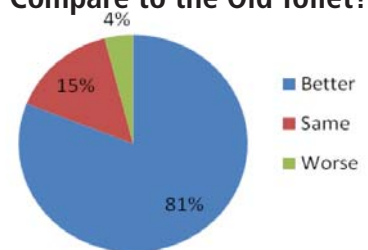
Models Surveyed: Not Provided

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

Customers Reporting Some Clogging or Double-Flushing: 0%

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

### How Does the New Toilet Compare to the Old Toilet?

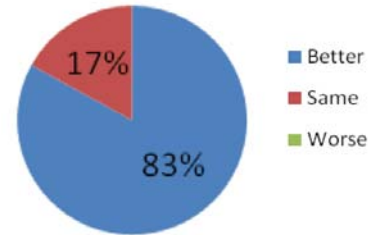


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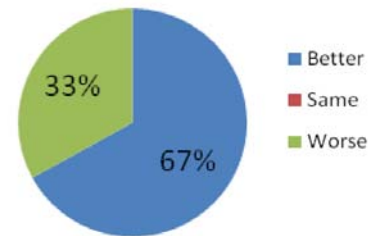
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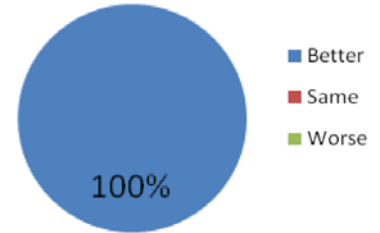
Brand: Caroma  
Models Surveyed: Sydney  
Number of Survey Responses: 6  
Customers Reporting Some Clogging or Double-Flushing: 16.6%  
Overall Performance Rating: 4.83 on a scale of 1 – 5



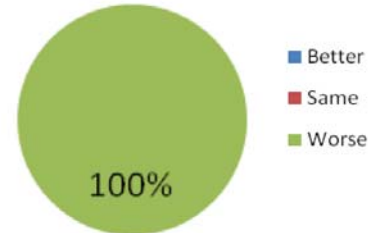
Brand: Cascadian  
Models Surveyed: Not Provided  
Number of Survey Responses: 3 (NOTE LOW NUMBER OF RESPONSES)  
Customers Reporting Some Clogging or Double-Flushing: 66%  
Overall Performance Rating: 3.33 on a scale of 1 – 5



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



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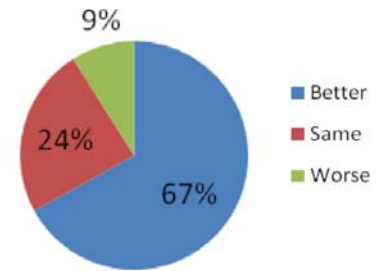
Brand: Glacier Bay

Models Surveyed: All-In-One, Dual Flush

Number of Survey Responses: 63

Customers Reporting Some Clogging or Double-Flushing: 32.2%

Overall Performance Rating: 4.38 on a scale of 1 – 5



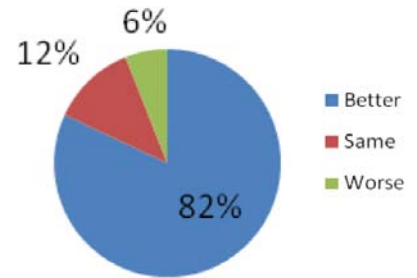
Brand: Jacuzzi

Models Surveyed: Espree, Perfecta

Number of Survey Responses: 17

Customers Reporting Some Clogging or Double-Flushing: 29.4%

Overall Performance Rating: 4.23 on a scale of 1 – 5



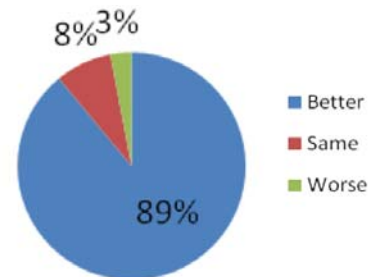
Brand: Kohler

Models Surveyed: Cimarron, Highline Pressure Lite, Kelston

Number of Survey Responses: 35

Customers Reporting Some Clogging or Double-Flushing: 11.4%

Overall Performance Rating: 4.71 on a scale of 1 – 5



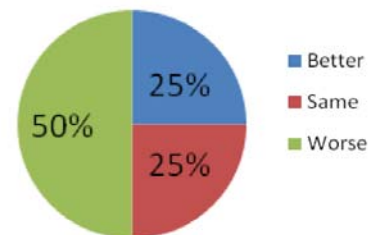
Brand: Pegasus

Models Surveyed: Not Provided

Number of Survey Responses: 4 (NOTE LOW NUMBER OF RESPONSES)

Customers Reporting Some Clogging or Double-Flushing: 50%

Overall Performance Rating: 3 on a scale of 1 – 5



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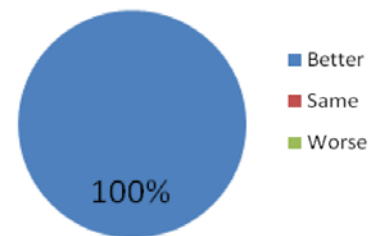
Brand: Quality Craft

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



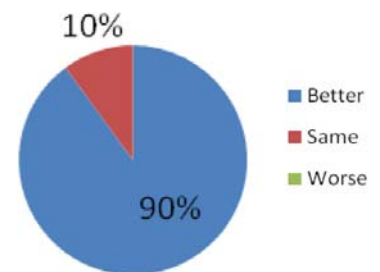
Brand: Toto

Models Surveyed: Aquia, Dalton, EcoDrake, EcoUltramax, Gwyneth

Number of Survey Responses: 99

Customers Reporting Some Clogging or Double-Flushing: 7%

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



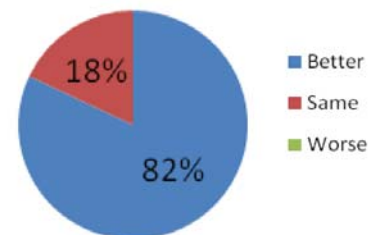
Brand: Water Ridge

Models Surveyed: Grace Dual Flush

Number of Survey Responses: 11

Customers Reporting Some Clogging or Double-Flushing: 27.3%

Overall Performance Rating:  4.54 on a scale of 1 – 5



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