

U.S. Army Corps of Engineers (USACE) Customer Satisfaction Survey 2007

Hello, I'm (NAME) calling on behalf of CFI Group. We are conducting research on how satisfied users are with services provided by the Army Corps of Engineers at their recreation sites. Your name will be confidential. Your participation is voluntary. You may stop at any time or skip any question you do not wish to answer. Your opinions are important because you have been chosen randomly to represent consumers across the United States. This interview will take about 12 minutes and is authorized by Office of Management and Budget Control No. 1505-0191.

Screener

QS1. The United States Government manages several types of recreational lake and river sites for vacationing, sightseeing, hiking, fishing, boating, education and other recreational uses. In the **past two years** have you visited any recreation lake or river site?

- 1 Yes
- 2 No
- DK
- REF

[IF QS1=1 (YES) SKIP TO QA; IF QS1=2 (NO), DK or REF CONTINUE TO QS2]

QS2. How about in the time **before the past two years**? Have you visited a U.S. Government-managed recreation lake or river site during that time?

- 1 Yes
- 2 No
- DK
- REF

[IF QS2=1 (YES) CONTINUE TO QS3; IF QS2=2 (NO), DK or REF GO TO TERMINATE SCREEN]

QS3. And approximately how long ago (in years) was that visit?
[RECORD NUMBER]

[IF QS3 < or = 5 SKIP TO QA; OTHERWISE CONTINUE TO QS4.]

QS4. Why have you not visited a U.S. Government-managed recreation lake or river site recently?
[RECORD ANSWER AND CONTINUE TO QS5.]

QS5. Where else do you visit for recreation?
[RECORD ANSWER AND GO TO TERMINATE SCREEN]

PROG. NOTE: TERMINATE SCREEN

Those are all of the questions I have for you. Thank you for your interest in this project.

QA. What is the name of the area you visited **most recently** and in what state was that?

PROG. NOTE: Insert Co./Brand list

- 1 Other (Specify)
- DK [TERMINATE]
- REF [TERMINATE]

Expectations

Now, I am going to ask you some questions about the Army Corps of Engineers recreation site, which you mentioned as the area you visited most recently. If you have visited more than one Army Corps of Engineers recreation site, please evaluate only the **one** you visited **most recently**.

Q1. Before you visited the Army Corps of Engineers recreation site, you probably knew something about this site. Now think back and remember your expectations of the overall quality of that recreation site. Please give me a rating on a 10-point scale on which "1" means your expectations were "not very high" and "10" means your expectations were "very high."

How would you rate your expectations of the overall quality of the Army Corps of Engineers recreation site?

- [RECORD NUMBER 1-10]
- DK
- REF

Reservations

Q2. Think about when you contacted the Army Corps of Engineers Recreation Services to make a reservation. How easy was it to make the reservation. Use a 10-point scale where "1" means "not very easy" and "10" means "very easy."

Q3. Which of the following methods did you use to make your reservation?

- 1. By Phone
- 2. By Internet
- 3. In-Person/On-Site

- DK
- REF

Facilities

Now, let's think about the facilities at the Army Corps of Engineers recreation site such as restrooms, buildings, trails, roads or paths, picnic grounds, campgrounds...

Q4. How clean were the facilities? Again, we will use a 10-point scale on which "1" means "not very clean" and "10" means "very clean."

- [RECORD NUMBER 1-10]
- DK
- REF

Q5. Apart from cleanliness, how would you rate the condition and appearance of the facilities? Use a 10-point scale on which "1" means "poor" and "10" means "excellent."

- [RECORD NUMBER 1-10]
- DK
- REF

- Q6. How would you rate the condition of roads and parking areas at the facility? Use a 10-point scale on which "1" means "poor" and "10" means "excellent."

[RECORD NUMBER 1-10]
DK
REF

- Q7. How would you rate the availability of parking at the facility? Use a 10-point scale on which "1" means "poor" and "10" means "excellent."

[RECORD NUMBER 1-10]
DK
REF

Lands and Waters

And next, considering the lands and waters at the Army Corps of Engineers recreation site...

- Q8. How would you rate the overall appearance of the lands and waters? Use a 10-point scale on which "1" means "poor" and "10" means "excellent."

[RECORD NUMBER 1-10]
DK
REF

- Q9. How would you rate the quality of the lands and waters for the specific recreational activities you did? Use a 10-point scale on which "1" means "poor" and "10" means "excellent."

[RECORD NUMBER 1-10]
DK
REF

- Q10. How accessible were the land and waters? Use a 10-point scale on which "1" means "not at all accessible" and "10" means "very accessible."

[RECORD NUMBER 1-10]
DK
REF

Information

And thinking about information provided by the Army Corps of Engineers such as visitor information and signs...

- Q11. How available was information about recreational sites managed by the Army Corps of Engineers? Use a 10-point scale on which "1" means "not at all available" and "10" means "very available."

[RECORD NUMBER 1-10]
DK
REF

Q12. How useful was the information you obtained about Army Corps of Engineers recreational sites? Use a 10-point scale on which "1" means "not at all useful" and "10" means "very useful."

[RECORD NUMBER 1-10]

DK
REF

Q13. How helpful were the signs throughout the facility in providing directions and information? Use a 10-point scale on which "1" means "not at all helpful" and "10" means "very helpful."

Visitor Services

And thinking about the visitor services at the Army Corps of Engineers recreational site you visited...

Q14. How would you rate the availability of visitor services at that recreational site? Use a 10-point scale on which "1" means "poor" and "10" means "excellent."

[RECORD NUMBER 1-10]

DK
REF

Q15. How would you rate the quality of the visitor services in terms of providing useful information and assistance you needed? Use a 10-point scale on which "1" means "very poor quality" and "10" means "very high quality."

[RECORD NUMBER 1-10]

DK
REF

Quality

Q16. Please consider all your experiences in the past two years with Army Corps of Engineers recreational sites. Using a 10-point scale, on which "1" means "very poor quality" and "10" means "very high quality," how would you rate the **overall quality** of Army Corps of Engineers recreational sites?

[RECORD NUMBER 1-10]

DK
REF

Passes

Q17. Have you used any of the following passes during your visit to the recreation facility? (Select all that apply)

1. Golden Age Passport (NOTE: PREVIOUSLY ISSUED GOLDEN AGE PASSPORT STILL HONORED BUT AS OF JANUARY 1, 2007 ONLY THE NEW INTERAGENCY SENIOR PASS IS ISSUED FOR AGE-RELATED DISCOUNTS)
2. Golden Access Passport (NOTE: PREVIOUSLY ISSUED GOLDEN ACCESS PASSPORT STILL HONORED BUT AS OF JANUARY 1, 2007 ONLY THE NEW INTERAGENCY ACCESS PASS IS ISSUED FOR DISABILITY-RELATED DISCOUNTS)
3. Interagency Senior Pass (NOTE: SERVES AS PROOF OF ELIGIBILITY FOR AGE-RELATED DISCOUNTS)

4. Interagency Access Pass (NOTE: SERVES AS PROOF OF ELIGIBILITY FOR DISABILITY-RELATED DISCOUNTS)
5. Corps of Engineers Annual Pass (NOTE: \$30 ANNUAL PASS)
6. None of the above

[IF Q17 = 1-5 THEN ASK Q18]

Q18. How would you rate the ease of acquiring the Pass? Please use a 10-point scale where "1" means "not at all easy to acquire" and "10" means "very easy to acquire."

Value

Q19. Given the quality of the Army Corps of Engineers site you visited, how would you rate the recreational fees that you paid? Please use a 10-point scale on which "1" means "very poor price given the quality" and "10" means "very good price given the quality."

[RECORD NUMBER 1-10]

DK

REF

Q20. Given the recreational fees that you paid when you visited an Army Corps of Engineers site, how would you rate the quality of the recreational site? Please use a 10-point scale on which "1" means "very poor quality given the price" and "10" means "very good quality given the price."

[RECORD NUMBER 1-10]

DK

REF

Q21. Assuming for a moment that the recreational site you visited was to charge a small fee for entering the site, how likely would you be to return to the same site in the future? Please use a 10-point scale on which "1" means "not at all likely" and "10" means "very likely."

[RECORD NUMBER 1-10]

DK

REF

ACSI Questions

Satisfaction includes many things. Let's move on and talk about your overall satisfaction with Army Corps of Engineers recreational sites ...

Q22. First, please consider all your experiences to date with Army Corps of Engineers recreational sites. Using a 10-point scale on which "1" means "very dissatisfied" and 10 means "very satisfied," how **satisfied** are you with Army Corps of Engineers recreational sites?

[RECORD NUMBER 1-10]

DK

REF

Q23. Considering all of your expectations, to what extent have Army Corps of Engineers recreational sites fallen short of or exceeded your expectations? Using a 10-point scale on which "1" now means "falls short of your expectations" and "10" means "exceeds your expectations," to what extent have Army Corps of Engineers recreational sites fallen short of or exceeded your expectations?

[RECORD NUMBER 1-10]

DK

REF

- Q24. Forget the Army Corps of Engineers for a moment. Now, I want you to imagine an ideal agency that provides sites for public recreation on lakes and rivers. (PAUSE) How well do you think the Army Corps of Engineers compares with that ideal agency? Please use a 10-point scale on which "1" means "not very close to the ideal," and "10" means "very close to the ideal."

[RECORD NUMBER 1-10]

DK

REF

Outcomes

- Q25. How confident are you that the Army Corps of Engineers will do a good job in the future of providing recreational sites on lakes and rivers? Using a 10-point scale on which "1" means "not at all confident" and "10" means "very confident," how confident are you that the Army Corps of Engineers will do a good job providing recreational sites?

[RECORD NUMBER 1-10]

DK

REF

- Q26. Thinking about safety and security at recreational sites managed by the Army Corps of Engineers, how safe and secure do you feel at Army Corps of Engineers recreational sites? Using a 10-point scale on which "1" means "not at all safe and secure" and "10" means "very safe and secure," how safe and secure do you feel at Army Corps of Engineers recreational sites?

[RECORD NUMBER 1-10]

DK

REF

- Q27. How likely is it that you will visit an Army Corps of Engineers recreation site again in the future? Using a 10-point scale on which "1" means "very unlikely" and "10" means "very likely," how likely is it that you will visit an Army Corps of Engineers recreation site in the future?

[RECORD NUMBER 1-10]

DK

REF

[IF Q27 = 7-10, ASK Q28 THEN GO TO Q30; OTHERWISE GO TO SCREENER BEFORE Q29]

- Q28. What are the three main reasons you are **likely** to return to an Army Corps of Engineers recreation site in the future?

1 Has reason (SPECIFY)

2 No reason

DK

REF

[IF Q27=1-4, ASK Q29; OTHERWISE GO TO Q30]

- Q29. What are the three main reasons you are **not likely** to return to an Army Corps of Engineers recreation site in the future?

1 Has reason (SPECIFY)

2 No reason

DK

REF

Q30. What improvements would you like to see at the recreation site you visited?

Q31. Where else do you visit for recreation?

Demographics

Now, we need to ask a few demographic questions for the ACSI consumer profile...

QD1. What is your age, please?

[RECORD NUMBER OF YEARS 1-99]

DK

REF

QD2. What is the highest level of formal education you completed? (*READ CODES 1-5*)

- 1 Less than high school
- 2 High school graduate
- 3 Some college or associate degree
- 4 College graduate
- 5 Post-Graduate

DK

REF

QD3. Are you of Hispanic, Latino or Spanish origin?

- 1 Yes
- 2 No

DK

REF

QD4. Do you consider your race(s) as: (*READ CODES 1-5, ACCEPT UP TO 5 MENTIONS*)

- 1 White
- 2 Black or African American
- 3 American Indian or Alaska Native
- 4 Asian
- 5 Native Hawaiian or other Pacific Islander
- 6 Other race

DK

REF

QD5. What was your total annual family income in 2005? (*READ CODES 1-7 AS NECESSARY*) (*READ IF NECESSARY: Before taxes*)

- 1 Under \$20,000
- 2 \$20,000 but less than \$30,000
- 3 \$30,000 but less than \$40,000
- 4 \$40,000 but less than \$60,000
- 5 \$60,000 but less than \$80,000
- 6 \$80,000 but less than \$100,000
- 7 \$100,000 or more

DK

REF

QD6. Gender (By Observation)

- 1 Male
- 2 Female

PROG. NOTE: APPEND NAME OF USACE SITE VISITED

Thank you for your time today. The Army Corps of Engineers appreciates your feedback and will use it to better serve their customers. Have a good day.