

# General Services Administration (GSA FCIC) 2007 Customer Satisfaction Questionnaire

[SAMPLE TYPE]: ORDERTYPE FROM SAMPLE – NOTE QUOTAS FOR EACH CONTACT TYPE

- 1 = Mail Order (n=125)
- 2 = Toll Free (n=125)
- 3 = Web (n=125)

May I speak with (RESTORE NAME)?

Hello, I'm (NAME) calling from (VENDOR). We are conducting research with citizens who have recently contacted the Federal Citizen Information Center in Pueblo, Colorado. This organization was previously called the Federal Consumer Information Center. The purpose of the research is to help this Center improve its services to you and to people like you. Your name will be confidential. Your participation is voluntary. This interview will take 8-10 minutes and is authorized by Office of Management and Budget Control No. 1505-0191.

*(If respondent is on the phone, enter "1" without reading QA and continue. If not, reread intro if necessary. If respondent indicates you cannot speak to the person, code as Refused)*

QA. May I speak to the person, or one of the persons, in your household who has recently contacted the Federal Citizen Information Center in Pueblo, CO?

- 1 Yes, person available
- 2 Yes, but not available now (Schedule callback)
- 3 Need to speak to someone else
- 4 No, you cannot speak to the person
- 5 Do not interact with the Federal Citizen Information Center
- DK
- REF

{IF QA=3, ASK QX; IF QA=4 OR 5 OR DK OR REF, GO TO TERMINATE SCREEN; OTHERWISE GO TO INTRO BEFORE Q1}

QX. Contact name

[RECORD CONTACT NAME]  
[RECORD PHONE NUMBER]

PROG. NOTE: TERMINATE SCREEN

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

Now, I am going to ask you some questions about your experiences with the Federal Citizen Information Center in Pueblo, Colorado.

Q1. Before you used the Federal Citizen Information Center in Pueblo, Colorado, you probably knew something about the Center. Now think back and remember your expectations of the overall quality of the publications and services from the Federal Citizen Information Center. 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 publications and services of the Federal Citizen Information Center in Pueblo, Colorado?

[RECORD NUMBER 1-10]

DK

REF

Now, let's think about the catalog the Federal Citizen Information Center produces...

- Q2. Is the catalog easy or difficult to get? Again, we will use a 10 point scale on which "1" means "very difficult to get" and "10" means "very easy to get." How difficult or easy is it to get the catalog from the Federal Citizen Information Center in Pueblo, Colorado?

[RECORD NUMBER 1-10]

11 Didn't get or see a catalog

DK

REF

{IF Q2 = 1-10 OR REF, ASK Q3 AND Q3A; OTHERWISE GO TO INTRO BEFORE Q4}

- Q3. How useful is the catalog in terms of being current, important and relevant? On a 10 point scale on which "1" means "not at all useful" and "10" means "very useful," how useful would you rate the catalog from the Federal Citizen Information Center?

[RECORD NUMBER 1-10]

11 Didn't get or see a catalog

DK

REF

- Q3A. How difficult or easy was it to order publications by mail? On a 10 point scale on which "1" means "very difficult" and "10" means "very easy," how difficult or easy was it to order publications by mail from the Federal Citizen Information Center?

[RECORD NUMBER 1-10]

11 Did not order via mail

DK

REF

And next, considering the website of the Federal Citizen Information Center in Pueblo, Colorado...

- Q4. How logically organized and easy to use is the website? On a 10 point scale on which "1" means "not logically organized and difficult to use" and "10" means "well organized and easy to use," how would you rate the Federal Citizen Information Center's website?

[RECORD NUMBER 1-10]

11 Did not use website

DK

REF

{IF Q4 = 1-10 OR REF, ASK Q5 AND Q5A; OTHERWISE GO TO INTRO BEFORE Q6}

- Q5. And how accurate and reliable is the information from the website? On a 10 point scale on which "1" means "not at all accurate and reliable" and "10" means "very accurate and reliable," how accurate and reliable do you find the Federal Citizen Information Center's website?

[RECORD NUMBER 1-10]

11 Did not use website

DK

REF

- Q5A. How difficult or easy was it to order publications online via the website? On a 10 point scale on which "1" means "very difficult" and "10" means "very easy," how difficult or easy was it to order publications online via the website from the Federal Citizen Information Center?

[RECORD NUMBER 1-10]

11 Did not order via website  
DK  
REF

And next, considering placing telephone orders for publications from the Federal Citizen Information Center in Pueblo, Colorado...

- Q6. How difficult or easy was it to order publications over the phone? On a 10 point scale on which "1" means "very difficult" and "10" means "very easy," how difficult or easy was it to order publications from the Federal Citizen Information Center?

[RECORD NUMBER 1-10]

11 Did not order via phone  
DK  
REF

{IF Q6 = 1-10 OR REF, ASK Q7; OTHERWISE GO TO INTRO BEFORE Q8}

- Q7. How courteous and professional was the Federal Citizen Information Center phone representative when you placed your order? On a 10 point scale on which "1" means "not at all courteous and professional" and "10" means "very courteous and professional", how courteous and professional was the representative?

[RECORD NUMBER 1-10]

DK  
REF

And thinking about the processing of your orders for publications from the Federal Citizen Information Center at Pueblo, Colorado...

- Q8. Regardless of how you ordered (by mail, telephone or website), how timely and efficient was the filling of your publication orders? On a 10 point scale on which "1" means "not timely and efficient" and "10" means "very timely and efficient," how timely and efficient was the filling of your publication orders?

[RECORD NUMBER 1-10]

DK  
REF

- Q9. Please consider all your experiences in the past two years with the Federal Citizen Information Center. Using a 10-point scale, on which "1" means "not very high" and "10" means "very high," how would you rate the **overall quality** of the Federal Citizen Information Center services?

[RECORD NUMBER 1-10]

DK

REF

Satisfaction includes many things. Let's move on and talk about your overall satisfaction with the Federal Citizen Information Center at Pueblo, Colorado...

- Q10. First, please consider your experiences over the past 2 years with the Federal Citizen Information Center. Using a 10 point scale on which "1" means "very dissatisfied" and 10 means "very satisfied," how **satisfied** are you with the Federal Citizen Information Center?

[RECORD NUMBER 1-10]

DK

REF

- Q11. Considering all of your expectations, to what extent has the Federal Citizen Information Center at Pueblo, Colorado fallen short of your expectations 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 has the Federal Citizen Information Center fallen short of or exceeded your expectations?

[RECORD NUMBER 1-10]

DK

REF

- Q12. Forget the Federal Citizen Information Center for a moment. Now, I want you to imagine an ideal publications supplier. (PAUSE) How well do you think the Federal Citizen Information Center at Pueblo, Colorado compares with that ideal publications supplier? 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

- Q13. Assume for a moment that the Federal Citizen Information Center at Pueblo, Colorado provides all its publications free of charge. Now, how well do you think the Federal Citizen Information Center would compare with that ideal publications supplier? 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

Next, I want you to think about any communication you may have had with the Federal Citizen Information Center regarding complaints about your experience.

- Q14. Have you complained to the Federal Citizen Information Center at Pueblo, Colorado in the past year?

1 Yes

2 No

DK

REF

{IF Q14 = 1, ASK Q14A; OTHERWISE GO TO Q15}

Q14A. How well, or poorly, was your most recent complaint handled? Using a 10 point scale on which "1" means "handled very poorly" and "10" means "handled very well," how would you rate the handling of your complaint?

[RECORD NUMBER 1-10]  
DK  
REF

Q15. How likely is it that you will order publications by phone, or mail, or website or that you will access information electronically in the future from the Federal Citizen Information Center at Pueblo, Colorado? Using a 10 point scale on which "1" means "very unlikely" and "10" means "very likely," how likely is it that you will order or access publications in the future?

[RECORD NUMBER 1-10]  
DK  
REF

{IF Q15 = 6-10 OR REF, ASK Q15A; OTHERWISE GO TO Q16}

Q15A. How will you most likely place your next order? By toll-free number, mail or via the website?

1 Toll-free  
2 Mail  
3 Web  
DK  
REF

Q16. If asked, how willing would you be to say positive things about the Federal Citizen Information Center at Pueblo, Colorado? On a 10 point scale on which "1" means "not at all willing" and "10" means "very willing," how willing would you be to say positive things about the Federal Citizen Information Center?

[RECORD NUMBER 1-10]  
DK  
REF

Finally, we would like to ask you a few demographic questions so we can better understand our customers. Your answers to these questions will be confidential.

D1. What is your age, please?

[RECORD NUMBER OF YEARS]  
DK  
REF

D2. 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

D3. Are you of Hispanic, Latino or Spanish origin?

- 1 Yes
- 2 No
- DK
- REF

D4. Do you consider your race(s) as: *(READ CODES 1-5; ACCEPT UP TO 5 MENTIONS)*

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

D5. What was your total annual family income in 2005? *(READ CODES 1-7)*

- 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

D6. Gender (By Observation)

- 1 Male
- 2 Female

PROG. NOTE: APPEND SAMPLE VARIABLES IF THERE ARE ANY

Thank you for taking the time to complete the survey. The Federal Citizen Information Center appreciates your input and will use your feedback to better serve its customers. Have a good day.