

**ACSI Questionnaire for  
Government Services**  
(For input to model in Figure 2)

**INTRODUCTION**

Hello, I'm (NAME) calling on behalf of the University of Michigan. We are conducting research on how satisfied users are with services provided by Federal government agencies and private companies as part of the American Customer Satisfaction Index. You may have read something about the American Customer Satisfaction Index in *USA Today*, *The Wall Street Journal*, or your local newspaper.

Today I want to ask you about services you may have received from the (AGENCY/PROGRAM). The purpose of the research is to help this government agency improve its services to you and to people like you. Your answers are voluntary, but your opinions are very important for this research. Your response will remain completely anonymous. This interview will take 8-10 minutes\* and is authorized by Office of Management and Budget Control No. 1090-0007.

[ADD ANY NEEDED SCREENING QUESTIONS HERE]

Now, I am going to ask you some questions about the [AGENCY] [ACTIVITIES/SERVICES/PRODUCTS] with which you have had experience.

Q1. Before you used the [AGENCY/PROGRAM], you probably knew something about the [AGENCY/PROGRAM]. Now think back and remember your expectations of the overall quality of the [AGENCY/PROGRAM]. 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 [AGENCY/PROGRAM]?

1 TO 10 \_\_\_\_\_

11 Don't know  
12 Refused

Now, let's think about \_\_\_\_\_

Q2. [QUESTION RATING AN ASPECT OF ACTIVITY 1] Again, we will use a 10-point scale on which...

1 TO 10 \_\_\_\_\_

11 Don't know  
12 Refused

\*Insert 15-17 minutes for RDD samples for which respondents can be interviewed about two agencies.

Q3. [SECOND QUESTION RATING AN ASPECT OF ACTIVITY 1]

1 TO 10 \_\_\_\_\_

11 Don't know  
12 Refused

And next, considering \_\_\_\_\_

Q4. [QUESTION RATING AN ASPECT OF ACTIVITY 2]

1 TO 10 \_\_\_\_\_

11 Don't know  
12 Refused

Q5. [SECOND QUESTION RATING AN ASPECT OF ACTIVITY 2]

1 TO 10 \_\_\_\_\_

11 Don't know  
12 Refused

And thinking about \_\_\_\_\_

Q6. [QUESTION RATING AN ASPECT OF ACTIVITY 3]

1 TO 10 \_\_\_\_\_

11 Don't know  
12 Refused

Q7. [SECOND QUESTION RATING AN ASPECT OF ACTIVITY 3]

1 TO 10 \_\_\_\_\_

11 Don't know  
12 Refused

Q8. [OPTIONAL QUESTION ABOUT SERVICES]

Q9. [OPTIONAL QUESTION ABOUT SERVICES]

Q10. Please consider all your experiences in the past two years with the [AGENCY/SERVICES/ PRODUCTS]. 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 [AGENCY/SERVICES/PRODUCTS]?

1 TO 10 \_\_\_\_\_

11 Don't know  
12 Refused

Satisfaction includes many things. Let's move on and talk about your overall satisfaction with the [AGENCY].

Q11. First, please consider all your experiences to date with the [AGENCY/SERVICES/PRODUCTS]. Using a 10-point scale on which "1" means "very dissatisfied" and 10 means "very satisfied," how *satisfied* are you with the [AGENCY/SERVICES/PRODUCTS]?

1 TO 10 \_\_\_\_\_

11 Don't know  
12 Refused

Q12. Considering all of your expectations, to what extent has the [AGENCY/SERVICES/PRODUCTS] 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 [AGENCY] fallen short of or exceeded your expectations?

1 TO 10\_\_\_\_\_

- 11 Don't know
- 12 Refused

Q13. Forget the [AGENCY] for a moment. Now, I want you to imagine an ideal [AGENCY/SERVICES/PRODUCTS]. (PAUSE) How well do you think the [AGENCY] compares with that ideal [AGENCY/SERVICES/PRODUCTS]? Please use a 10-point scale on which "1" means "not very close to the ideal" and "10" means "very close to the ideal."

1 TO 10\_\_\_\_\_

- 11 Don't know
- 12 Refused

Next, I want you to think about any communication you may have had with the [AGENCY] regarding complaints about your experience.

Q14. Have you complained to the [AGENCY] in the past year?

- 1 Yes
- 2 No
- 3 Don't know
- 4 Refused

{IF Q14 = 1, ASK Q14A – 14B; 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?

1 TO 10\_\_\_\_\_

- 11 Don't know/not relevant/did not use
- 12 Refused

Q14B. How difficult or easy was it to make your most recent complaint? Using a 10-point scale on which "1" means "very difficult" and "10" means "very easy," how difficult or easy was it to make a complaint?

1 TO 10\_\_\_\_\_

- 11 Don't know/not relevant/did not use
- 12 Refused

Q15. If asked, how willing would you be to say positive or good things about the job the [AGENCY] is doing in [SPECIFIC SERVICE]? Using a 10-point scale on which "1" means "not at all willing" and "10" means "very willing," how willing would you be to say good things about the agency's handling of [SPECIFIC SERVICE]?

1 TO 10\_\_\_\_\_

11 Don't know

12 Refused

Q16. How confident are you that [AGENCY] will do a good job in the future of providing [SPECIFIC SERVICE]? Using a 10-point scale on which "1" means "not at all confident" and "10" means "very confident," how confident are you that [AGENCY] will do a good job in the future providing [SPECIFIC SERVICE]?

1 TO 10\_\_\_\_\_

11 Don't know

12 Refused

## ACSI Questionnaire 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 18-84] \_\_\_\_\_

98 Don't know

99 Refused

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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

6 Don't know

7 Refused

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

1 Yes

2 No

3 Don't know

4 Refused

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QD4. Do you consider your race(s) as:

(READ CODES 1 - 5; ACCEPT UP TO FIVE MENTIONS)

1 White

2 Black/African American

3 American Indian/Alaska Native

4 Asian

5 Native Hawaiian or other Pacific Islander

6 (DO NOT READ) Other race

7 Don't know

8 Refused

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QD5. What was your total annual family income in 2004? (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
- 8 Don't know
- 9 Refused

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[QD6] [RECORD GENDER BY OBSERVATION]

- 1 Male
- 2 Female

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[MOVE IN DMA FROM SAMPLE]: \_\_\_\_\_

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[MOVE IN MSA CODE FROM SAMPLE]: \_\_\_\_\_

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[MOVE IN STATE FROM SAMPLE]: \_\_\_\_\_

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[MOVE IN MET STATUS CODE FROM SAMPLE]: \_\_\_\_\_

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