

Texas Animal Health Commission 2006 Customer Service Report



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Prepared by

Dr. Hassan Tajalli
Texas State University
tajalli@govrs.com

Dr. Maria de la Luz Valverde
Austin Community College
valverde@govrs.com

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INTRODUCTION

This report presents the findings of a survey that was sent out to the customers of the Texas Animal Health Commission (TAHC). The purpose of this survey is to assess the quality of services delivered by the agency in fulfillment of Texas' legislative requirements. To ensure impartiality, the Texas Animal Health Commission contracted with Dr. Tajalli of Texas State University to administer the survey and report the findings. Both the survey instrument and a list of e-mail addresses were provided by TAHC. The opening paragraph of the survey instrument assured the respondents of anonymity. Findings are presented in aggregate form and no respondent, in any form, is identified in this report. Results are presented in tabular form and a copy of the survey instrument is provided in the Appendix to this report.

The list of electronic addresses provided by TAHC consisted of over 14,000 e-mail addresses. To enhance the validity of the results, the researchers decided to use all of these addresses rather than a random selection of them. On January 3, 2006, e-mails were sent out to all the provided addresses. Respondents had until January 22 to respond to the survey. Nearly 900 of the surveys sent were returned as undeliverable. Of the remainder of delivered e-mails, 2,242 completed surveys were returned. The totals in various tables, however, do not add up to this number because not all respondents answered all questions. The overall response rate is about 17% with a margin of error of less than ± 2 percent.

The survey instrument consists of eight questions that measure quality of service delivery by the Texas Animal Health Commission. The survey also asks the occupational field of respondents as well as their race, age, and gender. These demographic questions are used to examine the quality of service delivery to various groups. Tables 1 and 2 present the demographic break-down of the respondents.

EXECUTIVE SUMMARY

The *overall* satisfaction level of respondents to the eight measures of service delivery can be found in Table 3. The remaining tables present the attitudes of various demographic groups toward each of the eight service delivery questions. A synopsis of the findings is provided below.

- Generally, the clients and customers of the Texas Animal Health Commission are satisfied with the Agency's service delivery as measured by eight indicators: (1) overall experience, (2) staff's knowledge and helpfulness, (3) information received, (4) the Agency's web site, (5) handling of complaints, (6) handling of inquiries, (7) printed information, and (8) appearance of facilities. This positive level of satisfaction extends to all 18 occupational categories served by the Agency (See Tables 3-4). The results show that there are no significant differences in the satisfaction levels of these occupational groups (See Tables 5-11).
- Generally, satisfaction levels are positive among all racial/ethnic groups. In most cases, Hispanics are significantly more satisfied with the delivery of services, as measured by all eight indicators, than other racial/ethnic groups. Customers who identified themselves as "multiracial/other" are less satisfied with the Agency's delivery of service than other racial/ethnic groups (See Tables 12-19).
- Generally, all age groups are satisfied with the service delivery of the Agency. Differences in satisfaction levels across age groups are insignificant (See Table 20).
- Generally, both male and female clients are satisfied with the performance of the TAHC. Differences in satisfaction levels between the two genders are insignificant (See Table 21).

Table 1: Demographic Distribution of the Respondents*

		N	%
Race/Ethnicity	African-American/Black	12	0.54
	Mexican-American/Hispanic	50	2.26
	Anglo-American/White	2,102	95.03
	Asian-American/Native American	19	0.86
	Multiracial/Other	29	1.31
	Total	2,212	100%
Age	Under 18	2	0.09
	18-30 years	120	5.39
	31-45 years	591	26.55
	46-59 years	1,022	45.91
	60 years or old	491	22.06
	Total	2,226	100%
Gender	Male	1,387	62.45
	Female	834	37.55
	Total	2,221	100%

*The totals in this and other tables do not add up to the total number of surveys returned (2,242) because not all respondents answered all questions.

Table 2: Distribution of Respondents' Occupational Categories*

	N	%
Animal Agriculture Educator	358	16.03
Animal Agriculture Service Provider	49	2.19
Bison Owner/Producer	5	0.22
Cattle Feeder Owner/Operator	43	1.93
Cattle Owner/Producer	486	21.76
Dairy Owner/Operator	8	0.36
Emu/Ostrich Owner/Producer	5	0.22
Equine Owner/Producer	481	21.54
Exotic Hoof-Stock Owner/Producer	31	1.39
Goat/Sheep Owner/Producer	115	5.15
Livestock Market Owner/ Operator	20	0.90
News Media (Newspaper/Radio/Television)	18	0.81
Poultry Owner/Producer	51	2.28
Rodeo/Fair Organizer	18	0.81
Swine Owner/Producer	8	0.36
Veterinarian - Animal Agriculture/Industry	21	0.94
Veterinarian - Educator/Governmental	28	1.25
Veterinarian - Private Practice	157	7.03
Other	331	14.82
Total	2233	100

*The totals in this and other tables do not add up to the total number of surveys returned (2,242) because not all respondents answered all questions.

Table 3: Overall Levels of Satisfaction

	N	% Strongly Disagree	% Disagree	% Neutral	% Agree	% Strongly Agree	Mean*
Overall, I am satisfied with my experience.	2,114	1.47	2.46	21.00	58.89	16.18	3.86
Staff members were knowledgeable and helpful.	2,020	1.04	2.13	28.42	52.08	16.34	3.81
I received the information I needed to obtain services.	1,970	1.32	2.79	25.94	54.82	15.13	3.80
The web site was easy to use, well organized, and contained accurate information.	1,959	1.02	2.55	36.19	48.55	11.69	3.67
If I complained, It was handled in a reasonable manner.	1,673	1.49	1.49	66.35	23.67	6.99	3.33
My telephone call, letter or e-mail inquiry was addressed in a reasonable amount of time.	1,832	1.53	2.18	42.03	40.61	13.65	3.63
If I received printed material, it contained thorough and accurate information.	1,854	1.02	1.29	32.04	48.22	17.42	3.80
If I visited the facility, it was clean and orderly.	1,547	0.32	0.39	69.94	21.01	8.34	3.37

***Mean** = Arithmetic Average: 1 = Least satisfied, 3 = Neutral, 5 = Most satisfied

Figure 1: Overall Levels of Customer Satisfaction

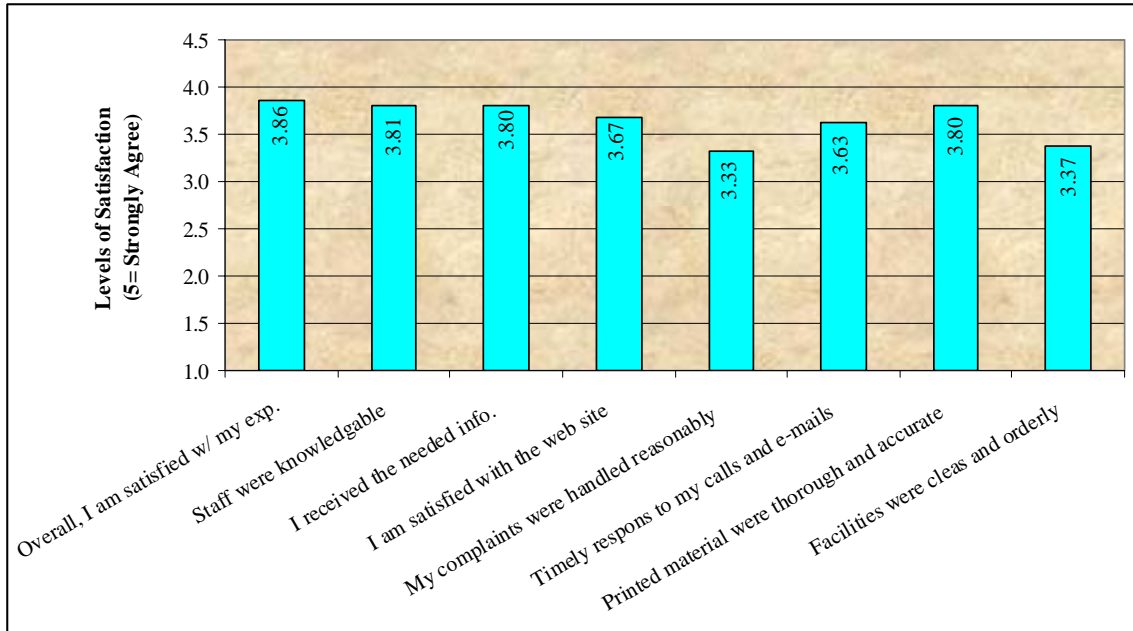


Table 4: The Attitudes of the Various Occupational Groups Towards the Question: “Overall, I am satisfied with my experience.”

	N	% Strongly Disagree	% Disagree	% Neutral	% Agree	% Strongly Agree	Mean*
Animal Agriculture Educator	355	1.1	2.5	17.5	62.5	16.3	3.90
Animal Agriculture Service Provider	46			8.7	73.9	17.4	4.09
Bison Owner/Producer	5			20.0	80.0		3.80
Cattle Feeder Owner/Operator	39		10.3	23.1	51.3	15.4	3.72
Cattle Owner/Producer	462	1.1	1.3	21.4	60.4	15.8	3.89
Dairy Owner/Operator	8		12.5		50.0	37.5	4.13
Emu/Ostrich Owner/Producer	5			20.0	80.0		3.80
Equine Owner/Producer	436	1.1	2.5	26.6	53.2	16.5	3.81
Exotic Hoof-Stock Owner/Producer	30		6.7	26.7	46.7	20.0	3.80
Goat/Sheep Owner/Producer	105	3.8	2.9	21.0	56.2	16.2	3.78
Livestock Market Owner/ Operator	19	5.3	5.3	26.3	36.8	26.3	3.74
News Media (Newspaper/Radio/Television)	17			17.6	76.5	5.9	3.88
Poultry Owner/Producer	47		8.5	17.0	48.9	25.5	3.91
Rodeo/Fair Organizer	17		5.9	5.9	76.5	11.8	3.94
Swine Owner/Producer	8	12.5		25.0	62.5		3.38
Veterinarian - Animal Agriculture/Industry	21		4.8	14.3	66.7	14.3	3.90
Veterinarian - Educator/Governmental	26			23.1	65.4	11.5	3.88
Veterinarian - Private Practice	153	2.0	2.6	13.7	68.0	13.7	3.89
Other	306	2.3	1.6	23.2	56.2	16.7	3.83

***Mean** = Arithmetic Average: 1 = Least satisfied, 3 = Neutral, 5 = Most satisfied

Figure 2: Satisfaction Levels of the Various Occupational Groups with Their Overall Experience with TAHC

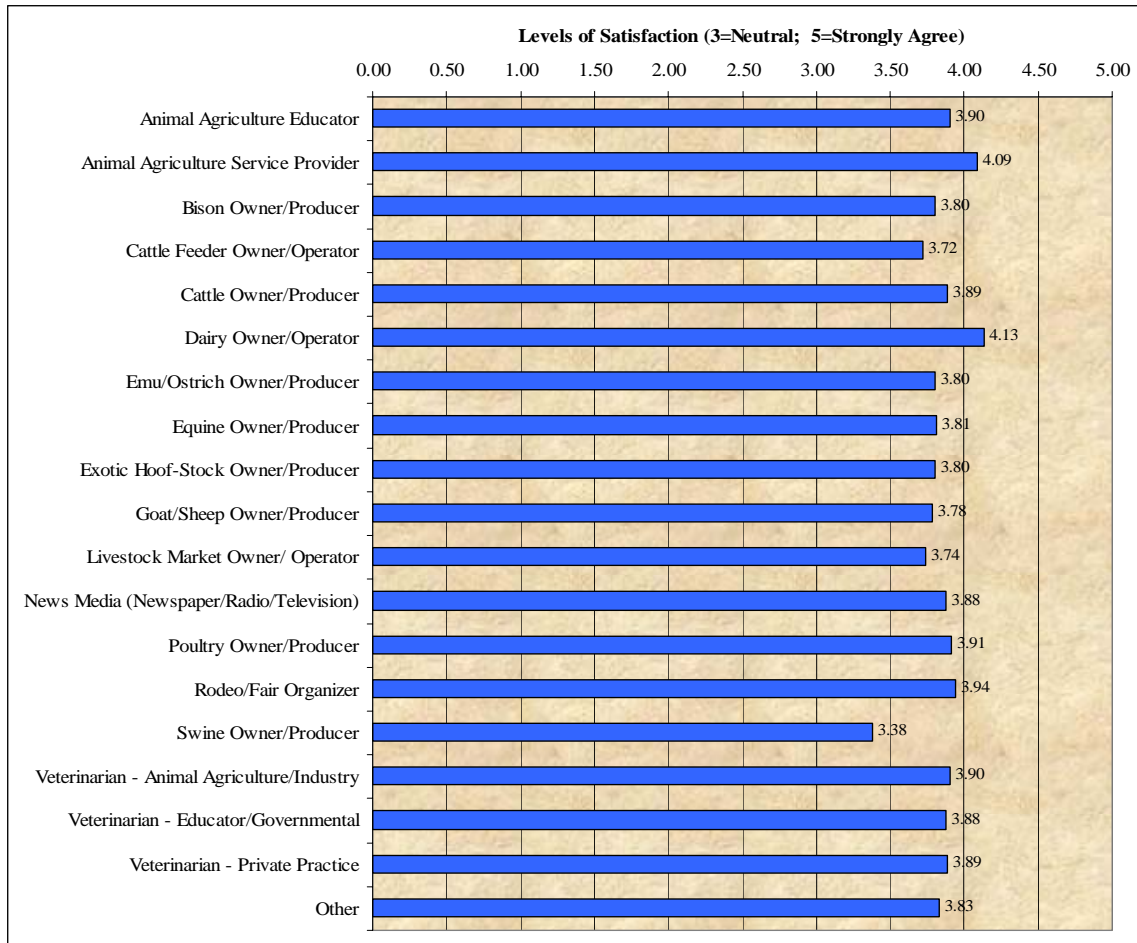
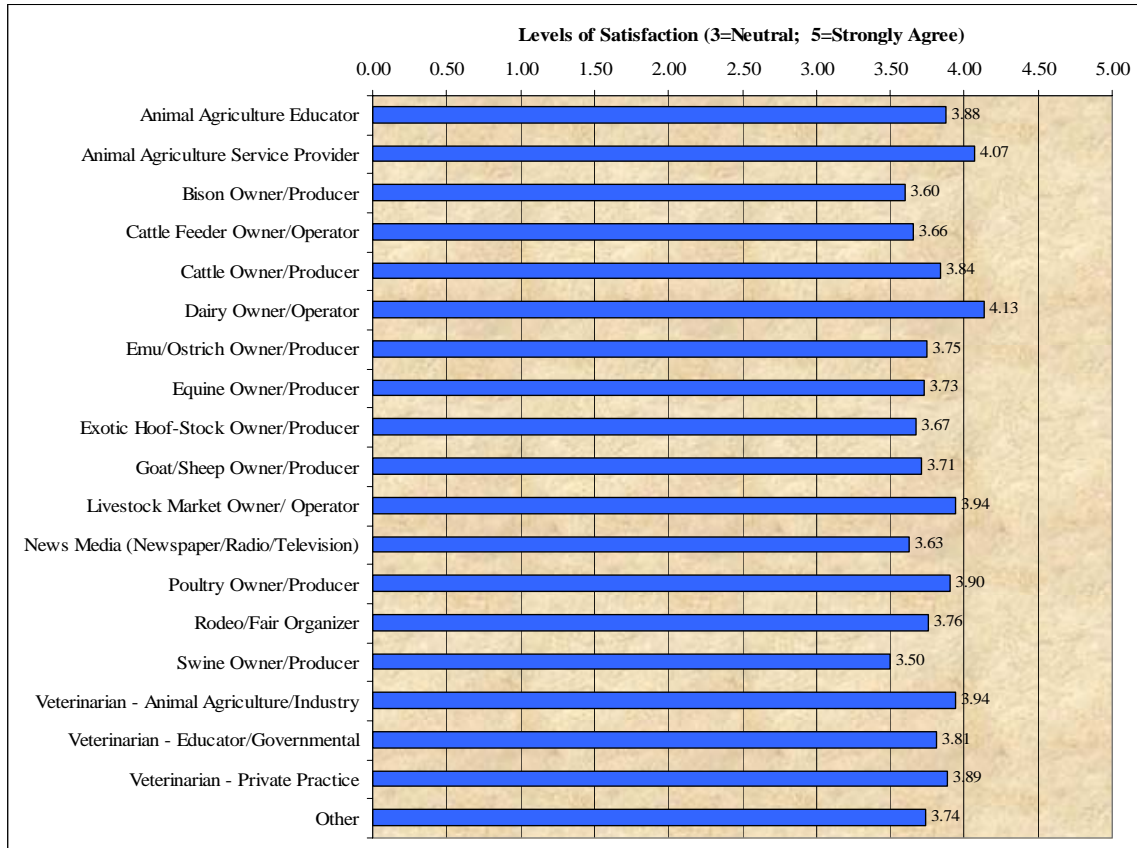


Table 5: The Attitudes of the Various Occupational Groups Towards the Question: “Staff members were knowledgeable and helpful.”

	N	% Strongly Disagree	% Disagree	% Neutral	% Agree	% Strongly Agree	Mean*
Animal Agriculture Educator	347	1.2	2.0	22.5	56.8	17.6	3.88
Animal Agriculture Service Provider	45		2.2	11.1	64.4	22.2	4.07
Bison Owner/Producer	5			40.0	60.0		3.60
Cattle Feeder Owner/Operator	38		10.5	26.3	50.0	13.2	3.66
Cattle Owner/Producer	445	0.9	1.1	27.2	54.4	16.4	3.84
Dairy Owner/Operator	8		12.5		50.0	37.5	4.13
Emu/Ostrich Owner/Producer	4			25.0	75.0		3.75
Equine Owner/Producer	402		1.5	38.3	46.0	14.2	3.73
Exotic Hoof-Stock Owner/Producer	30		6.7	30.0	53.3	10.0	3.67
Goat/Sheep Owner/Producer	101	5.0	2.0	25.7	51.5	15.8	3.71
Livestock Market Owner/ Operator	18		5.6	27.8	33.3	33.3	3.94
News Media (Newspaper/Radio/Television)	16			37.5	62.5		3.63
Poultry Owner/Producer	48		2.1	29.2	45.8	22.9	3.90
Rodeo/Fair Organizer	17		11.8	11.8	64.7	11.8	3.76
Swine Owner/Producer	8		12.5	25.0	62.5		3.50
Veterinarian - Animal Agriculture/Industry	18		5.6	27.8	33.3	33.3	3.94
Veterinarian - Educator/Governmental	26		3.8	23.1	61.5	11.5	3.81
Veterinarian - Private Practice	148	1.4	2.0	18.2	62.8	15.5	3.89
Other	288	2.1	1.7	33.7	44.8	17.7	3.74

***Mean** = Arithmetic Average: 1 = Least satisfied, 3 = Neutral, 5 = Most satisfied

Figure 3: Levels of Satisfaction of the Various Occupational Groups with Staff Knowledge and Helpfulness



**Table 6: The Attitudes of the Various Occupational Groups Towards the Question:
“I received the information I needed to obtain services.”**

	N	% Strongly Disagree	% Disagree	% Neutral	% Agree	% Strongly Agree	Mean*
Animal Agriculture Educator	345	1.7	2.6	21.7	59.1	14.8	3.83
Animal Agriculture Service Provider	43			16.3	62.8	20.9	4.05
Bison Owner/Producer	4			75.0	25.0		3.25
Cattle Feeder Owner/Operator	37	2.7	13.5	21.6	51.4	10.8	3.54
Cattle Owner/Producer	433	0.9	2.8	23.6	56.6	16.2	3.84
Dairy Owner/Operator	8			12.5	50.0	37.5	4.25
Emu/Ostrich Owner/Producer	4			25.0	75.0		3.75
Equine Owner/Producer	392		3.1	33.7	50.3	13.0	3.73
Exotic Hoof-Stock Owner/Producer	28	3.6		28.6	57.1	10.7	3.71
Goat/Sheep Owner/Producer	96	4.2	1.0	21.9	57.3	15.6	3.79
Livestock Market Owner/ Operator	18		5.6	16.7	55.6	22.2	3.94
News Media (Newspaper/Radio/Television)	14			57.1	35.7	7.1	3.50
Poultry Owner/Producer	43	2.3	7.0	25.6	48.8	16.3	3.70
Rodeo/Fair Organizer	17		11.8	5.9	70.6	11.8	3.82
Swine Owner/Producer	8		12.5	25.0	62.5		3.50
Veterinarian - Animal Agriculture/Industry	17	5.9		17.6	58.8	17.6	3.82
Veterinarian - Educator/Governmental	26			26.9	61.5	11.5	3.85
Veterinarian - Private Practice	146	0.7	3.4	17.1	65.8	13.0	3.87
Other	284	2.1	1.4	32.0	46.1	18.3	3.77

***Mean** = Arithmetic Average: 1 = Least satisfied, 3 = Neutral, 5 = Most satisfied

Figure 4: Satisfaction Levels of the Various Occupational Groups with the Information Received

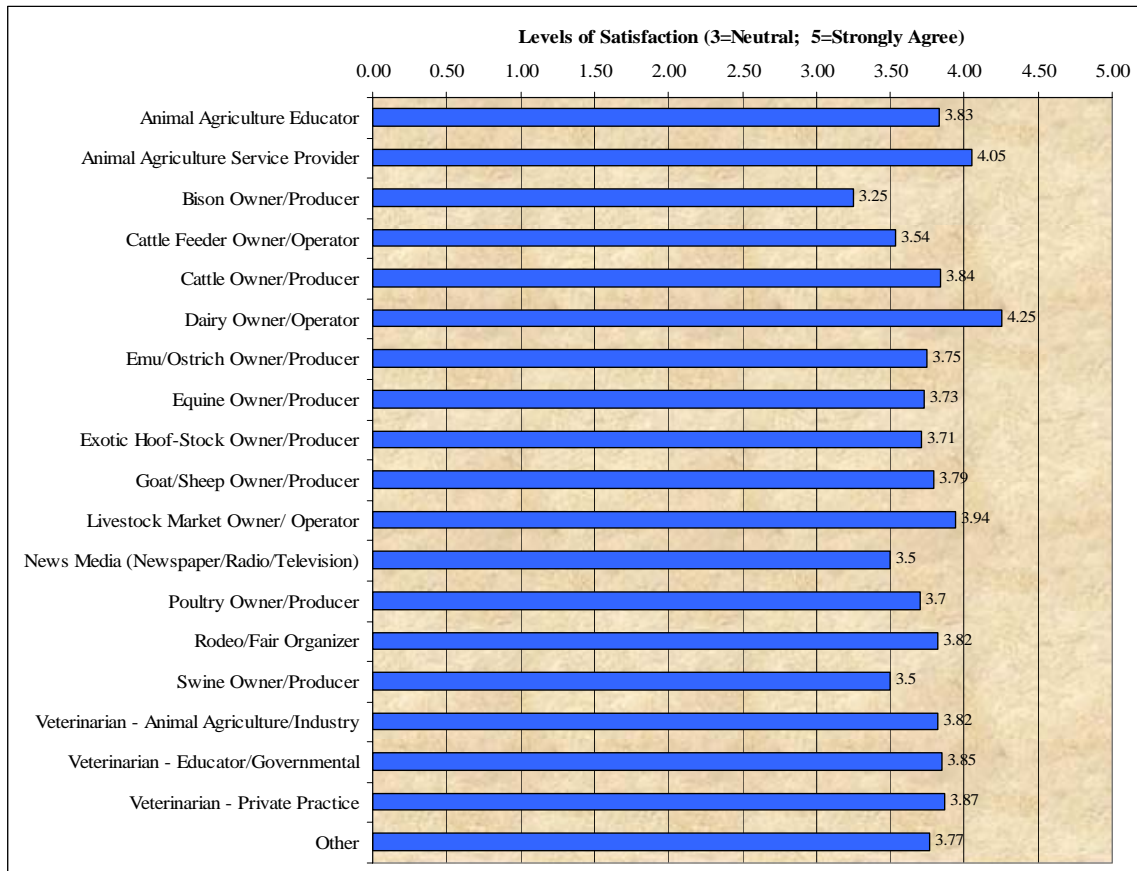


Table 7: The Attitudes of the Various Occupational Groups Towards the Question: “The web site was easy to use, well organized, and contained accurate information.”

	N	% Strongly Disagree	% Disagree	% Neutral	% Agree	% Strongly Agree	Mean*
Animal Agriculture Educator	346	2.0	4.0	29.8	54.9	9.2	3.65
Animal Agriculture Service Provider	46		2.2	19.6	67.4	10.9	3.87
Bison Owner/Producer	5			60.0	40.0		3.40
Cattle Feeder Owner/Operator	39		2.6	41.0	46.2	10.3	3.64
Cattle Owner/Producer	429	0.5	2.3	32.6	49.0	15.6	3.77
Dairy Owner/Operator	8			25.0	50.0	25.0	4.00
Emu/Ostrich Owner/Producer	4			50.0	50.0		3.50
Equine Owner/Producer	401	0.2	2.7	39.2	48.1	9.7	3.64
Exotic Hoof-Stock Owner/Producer	28			32.1	60.7	7.1	3.75
Goat/Sheep Owner/Producer	99	3.0	1.0	32.3	53.5	10.1	3.67
Livestock Market Owner/ Operator	16	12.5	6.3	37.5	25.0	18.8	3.31
News Media (Newspaper/Radio/Television)	14			42.9	42.9	14.3	3.71
Poultry Owner/Producer	44		4.5	38.6	45.5	11.4	3.64
Rodeo/Fair Organizer	16		6.3	37.5	43.8	12.5	3.63
Swine Owner/Producer	7			42.9	57.1		3.57
Veterinarian - Animal Agriculture/Industry	15			46.7	33.3	20.0	3.73
Veterinarian - Educator/Governmental	26			42.3	50.0	7.7	3.65
Veterinarian - Private Practice	135	1.5	2.2	45.9	43.0	7.4	3.53
Other	273	1.1	1.8	42.1	40.3	14.7	3.66

***Mean** = Arithmetic Average: 1 = Least satisfied, 3 = Neutral, 5 = Most satisfied

Figure 5: Satisfaction Levels of the Various Occupational Groups with the Agency’s Web Site

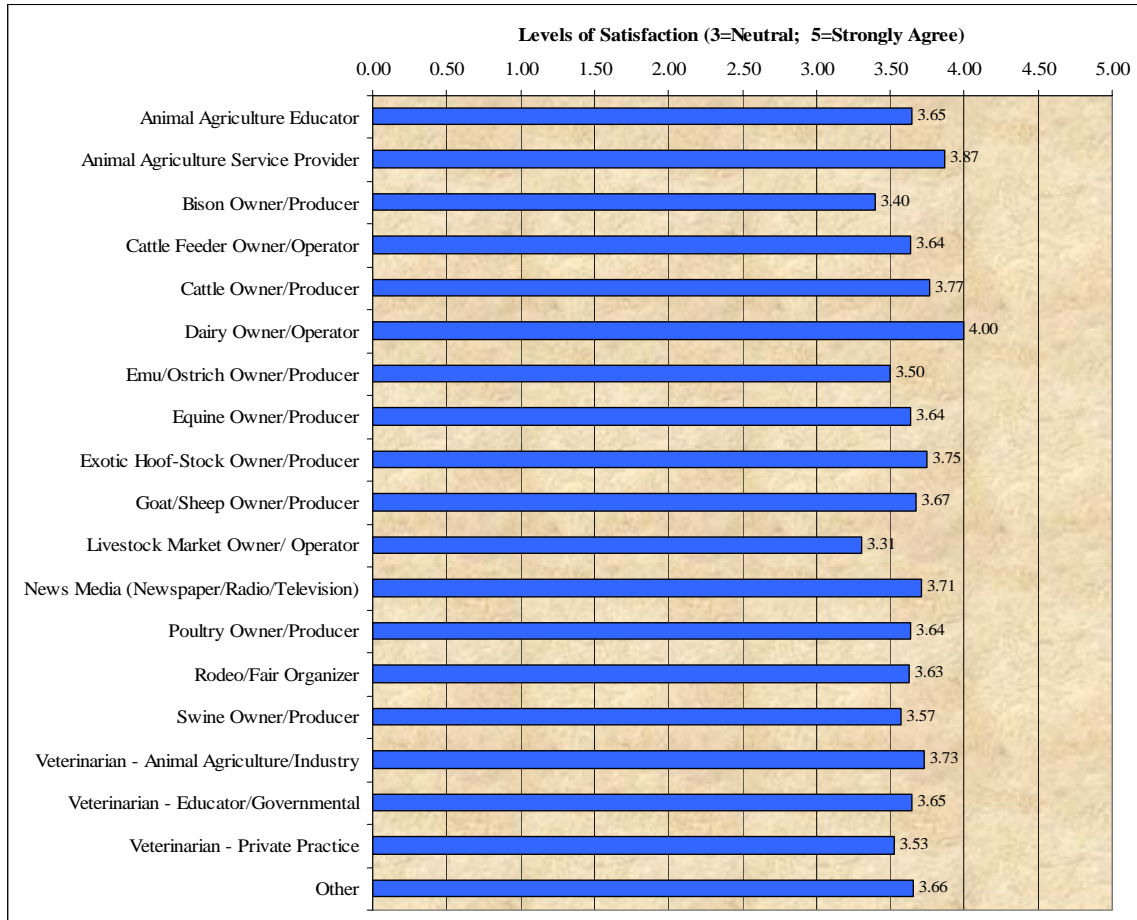


Table 8: The Attitudes of the Various Occupational Groups Towards the Question: “If I complained, it was handled in a reasonable manner.”

	N	% Strongly Disagree	% Disagree	% Neutral	% Agree	% Strongly Agree	Mean*
Animal Agriculture Educator	312	1.3	0.6	65.7	24.7	7.7	3.37
Animal Agriculture Service Provider	36	2.8		58.3	36.1	2.8	3.36
Bison Owner/Producer				100.0			3.00
Cattle Feeder Owner/Operator	35		5.7	71.4	20.0	2.9	3.20
Cattle Owner/Producer	365	1.1	1.1	61.6	26.6	9.6	3.42
Dairy Owner/Operator	6			50.0	33.3	16.7	3.67
Emu/Ostrich Owner/Producer	4			50.0	50.0		3.50
Equine Owner/Producer	337	0.6	1.5	73.9	18.7	5.3	3.27
Exotic Hoof-Stock Owner/Producer	25	4.0		68.0	24.0	4.0	3.24
Goat/Sheep Owner/Producer	80	3.8		58.8	32.5	5.0	3.35
Livestock Market Owner/ Operator	13	7.7	15.4	38.5	23.1	15.4	3.23
News Media (Newspaper/Radio/Television)	12			91.7	8.3		3.08
Poultry Owner/Producer	33	3.0	3.0	66.7	24.2	3.0	3.21
Rodeo/Fair Organizer	14			71.4	28.6		3.29
Swine Owner/Producer	8			50.0	50.0		3.50
Veterinarian - Animal Agriculture/Industry	15		13.3	60.0	20.0	6.7	3.20
Veterinarian - Educator/Governmental	23			87.0	4.3	8.7	3.22
Veterinarian - Private Practice	117	0.9	2.6	62.4	29.1	5.1	3.35
Other	227	2.6	1.8	67.0	19.8	8.8	3.30

***Mean** = Arithmetic Average: 1 = Least satisfied, 3 = Neutral, 5 = Most satisfied

Figure 6: Satisfaction Levels of the Various Occupational Groups with the Agency’s Handling of Complaints

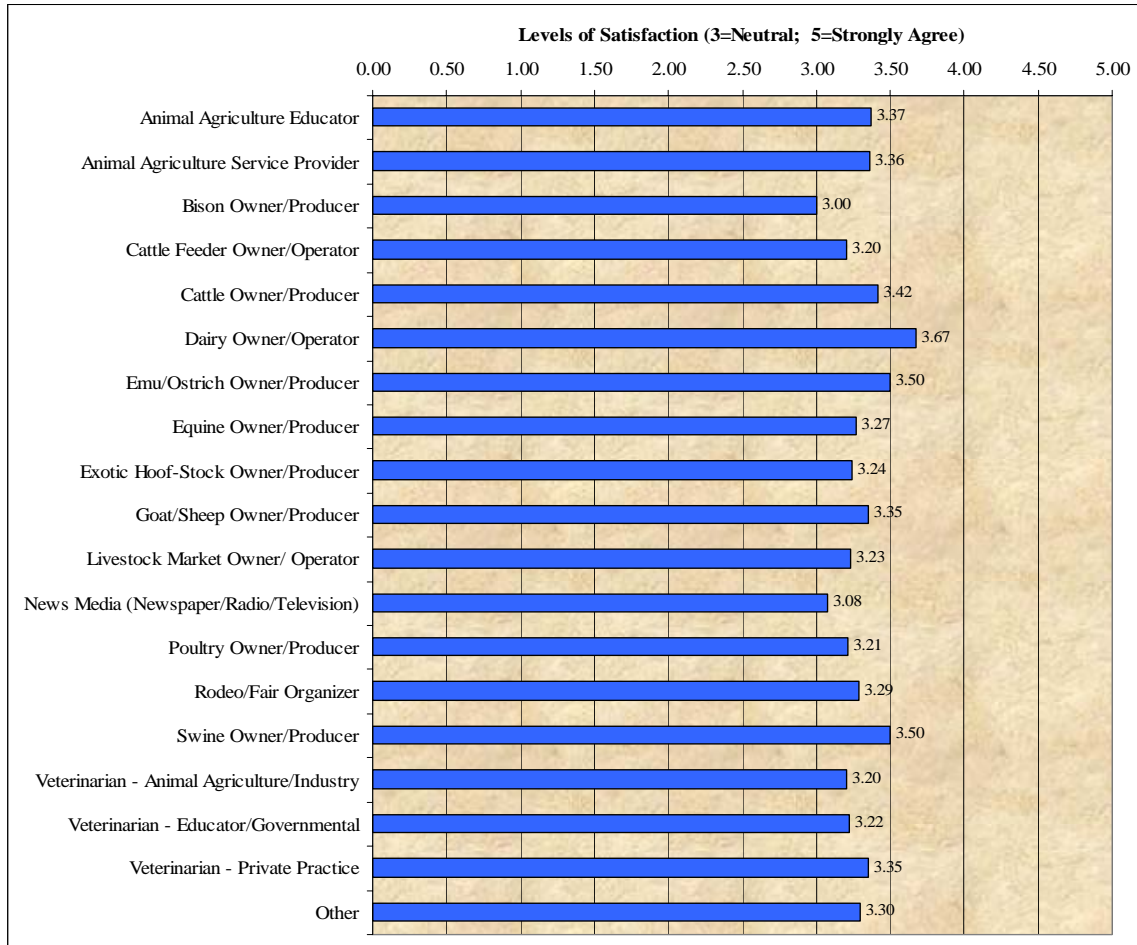


Table 9 The Attitudes of the Various Occupational Groups Towards the Question: “My telephone call, letter or e-mail was addressed in a reasonable amount of time.”

	N	% Strongly Disagree	% Disagree	% Neutral	% Agree	% Strongly Agree	Mean*
Animal Agriculture Educator	319	1.9	1.3	43.3	39.2	14.4	3.63
Animal Agriculture Service Provider	40		2.5	32.5	50.0	15.0	3.78
Bison Owner/Producer	5			60.0	40.0		3.40
Cattle Feeder Owner/Operator	35		5.7	40.0	48.6	5.7	3.54
Cattle Owner/Producer	401	0.7	2.0	39.2	42.1	16.0	3.71
Dairy Owner/Operator	8		12.5	25.0	25.0	37.5	3.88
Emu/Ostrich Owner/Producer	4			25.0	75.0		3.75
Equine Owner/Producer	362	0.8	1.4	53.3	34.3	10.2	3.52
Exotic Hoof-Stock Owner/Producer	29	3.4		48.3	48.3		3.41
Goat/Sheep Owner/Producer	92	5.4	4.3	33.7	47.8	8.7	3.50
Livestock Market Owner/ Operator	17	5.9		29.4	41.2	23.5	3.76
News Media (Newspaper/Radio/Television)	15			46.7	46.7	6.7	3.60
Poultry Owner/Producer	41	2.4	4.9	36.6	48.8	7.3	3.54
Rodeo/Fair Organizer	16			43.8	56.3		3.56
Swine Owner/Producer	8			37.5	62.5		3.63
Veterinarian - Animal Agriculture/Industry	18		11.1	27.8	44.4	16.7	3.67
Veterinarian - Educator/Governmental	26	3.8	3.8	34.6	42.3	15.4	3.62
Veterinarian - Private Practice	132	0.8	3.8	34.1	48.5	12.9	3.69
Other	256	2.0	2.0	40.2	35.9	19.9	3.70

***Mean** = Arithmetic Average: 1 = Least satisfied, 3 = Neutral, 5 = Most satisfied

Figure 7: Satisfaction Levels of the Various Occupational Groups with Timeliness of Response

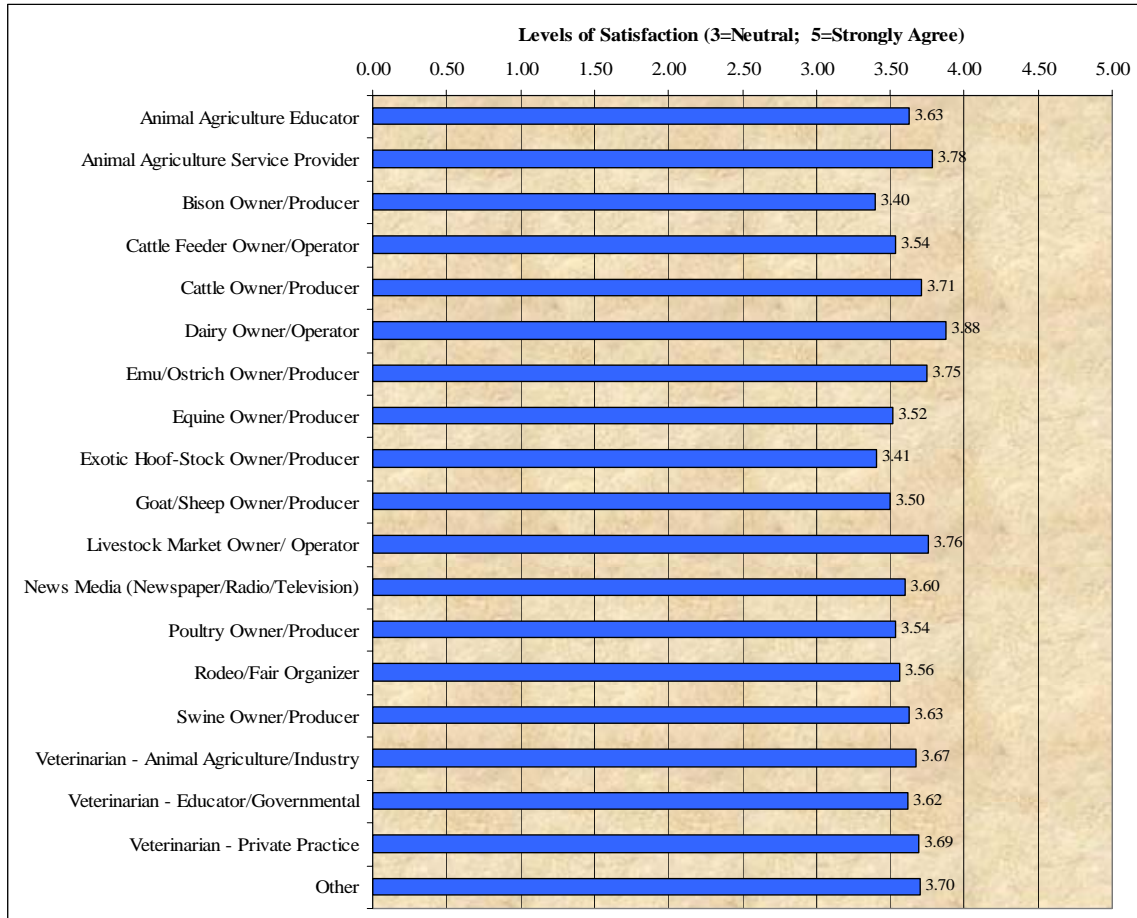


Table 10: The Attitudes of the Various Occupational Groups Towards the Question: “If I received printed material, it contained thorough and accurate information.”

	N	% Strongly Disagree	% Disagree	% Neutral	% Agree	% Strongly Agree	Mean*
Animal Agriculture Educator	333	1.8	1.2	28.8	49.5	18.6	3.82
Animal Agriculture Service Provider	42			14.3	61.9	23.8	4.10
Bison Owner/Producer	4			50.0	25.0	25.0	3.75
Cattle Feeder Owner/Operator	34		2.9	41.2	50.0	5.9	3.59
Cattle Owner/Producer	398	0.5	1.8	33.4	44.7	19.6	3.81
Dairy Owner/Operator	7			28.6	57.1	14.3	3.86
Emu/Ostrich Owner/Producer	4			25.0	75.0		3.75
Equine Owner/Producer	360	0.3	1.4	43.6	41.9	12.8	3.66
Exotic Hoof-Stock Owner/Producer	28			28.6	60.7	10.7	3.82
Goat/Sheep Owner/Producer	91	3.3		30.8	56.0	9.9	3.69
Livestock Market Owner/ Operator	14	7.1		28.6	28.6	35.7	3.86
News Media (Newspaper/Radio/Television)	15			26.7	60.0	13.3	3.87
Poultry Owner/Producer	42		4.8	31.0	40.5	23.8	3.83
Rodeo/Fair Organizer	16			31.3	62.5	6.3	3.75
Swine Owner/Producer	8			25.0	62.5	12.5	3.88
Veterinarian - Animal Agriculture/Industry	18			22.2	50.0	27.8	4.06
Veterinarian - Educator/Governmental	26			23.1	57.7	19.2	3.96
Veterinarian - Private Practice	143	1.4	2.1	17.5	61.5	17.5	3.92
Other	264	1.1	0.8	30.7	46.6	20.8	3.85

***Mean** = Arithmetic Average: 1 = Least satisfied, 3 = Neutral, 5 = Most satisfied

Figure 8: Satisfaction Levels of the Various Occupational Groups with Printed Material

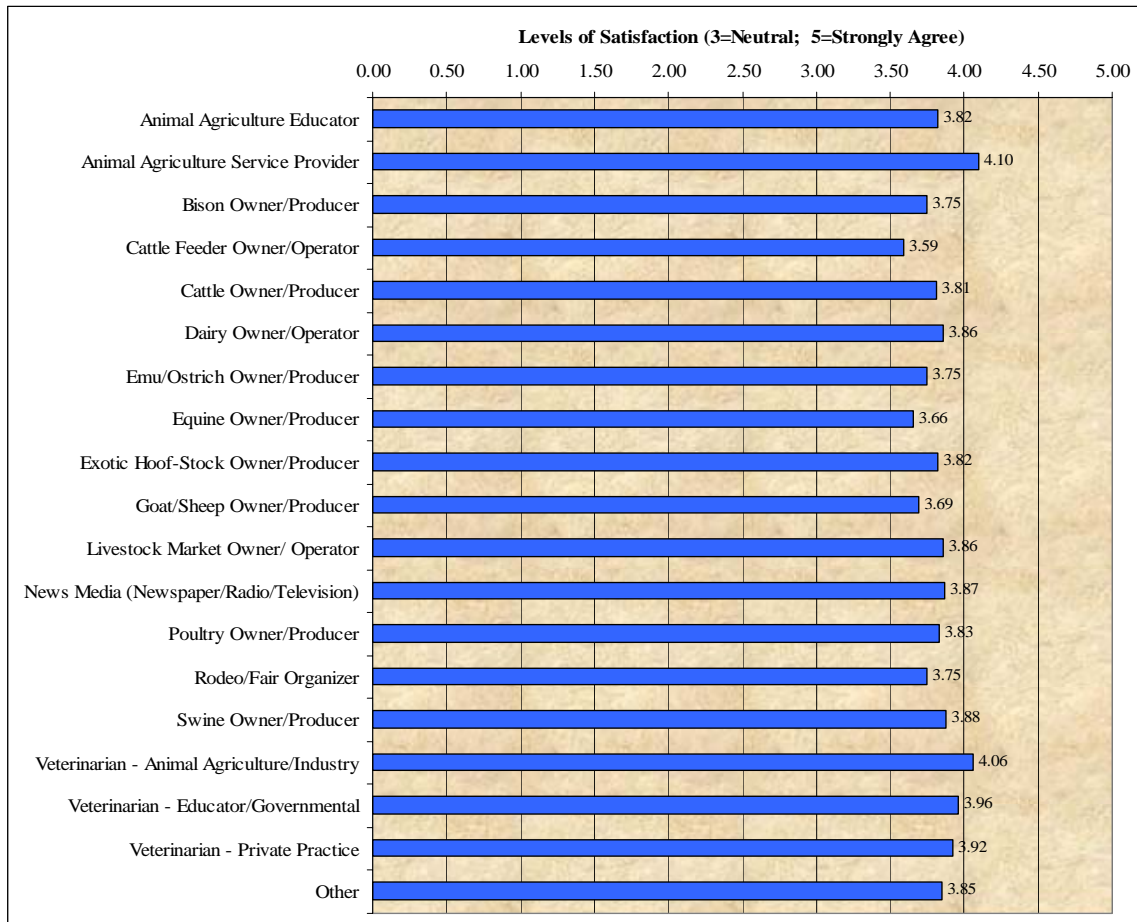


Table 11: The Attitudes of the Various Occupational Groups Towards the Question: “If I visited the facility, it was clean and orderly.”

	N	% Strongly Disagree	% Disagree	% Neutral	% Agree	% Strongly Agree	Mean*
Animal Agriculture Educator	288	1.0		71.5	20.5	6.9	3.32
Animal Agriculture Service Provider	36		2.8	47.2	33.3	16.7	3.64
Bison Owner/Producer	3			66.7	33.3		3.33
Cattle Feeder Owner/Operator	32			75.0	21.9	3.1	3.28
Cattle Owner/Producer	329		0.3	70.5	20.1	9.1	3.38
Dairy Owner/Operator	7			57.1	28.6	14.3	3.57
Emu/Ostrich Owner/Producer				100.0			3.00
Equine Owner/Producer	309			73.8	20.4	5.8	3.32
Exotic Hoof-Stock Owner/Producer	24			62.5	25.0	12.5	3.50
Goat/Sheep Owner/Producer	72	2.8		62.5	26.4	8.3	3.38
Livestock Market Owner/ Operator	13		7.7	46.2	23.1	23.1	3.62
News Media (Newspaper/Radio/Television)	11		9.1	90.9			2.91
Poultry Owner/Producer	35		2.9	60.0	25.7	11.4	3.46
Rodeo/Fair Organizer	14			71.4	28.6		3.29
Swine Owner/Producer	7			57.1	42.9		3.43
Veterinarian - Animal Agriculture/Industry	14			57.1	28.6	14.3	3.57
Veterinarian - Educator/Governmental	22			72.7	18.2	9.1	3.36
Veterinarian - Private Practice	107		0.9	69.2	22.4	7.5	3.36
Other	215			71.2	17.7	11.2	3.40

***Mean** = Arithmetic Average: 1 = Least satisfied, 3 = Neutral, 5 = Most satisfied

Figure 9: Satisfaction Levels of the Various Occupational Groups with Agency Facilities

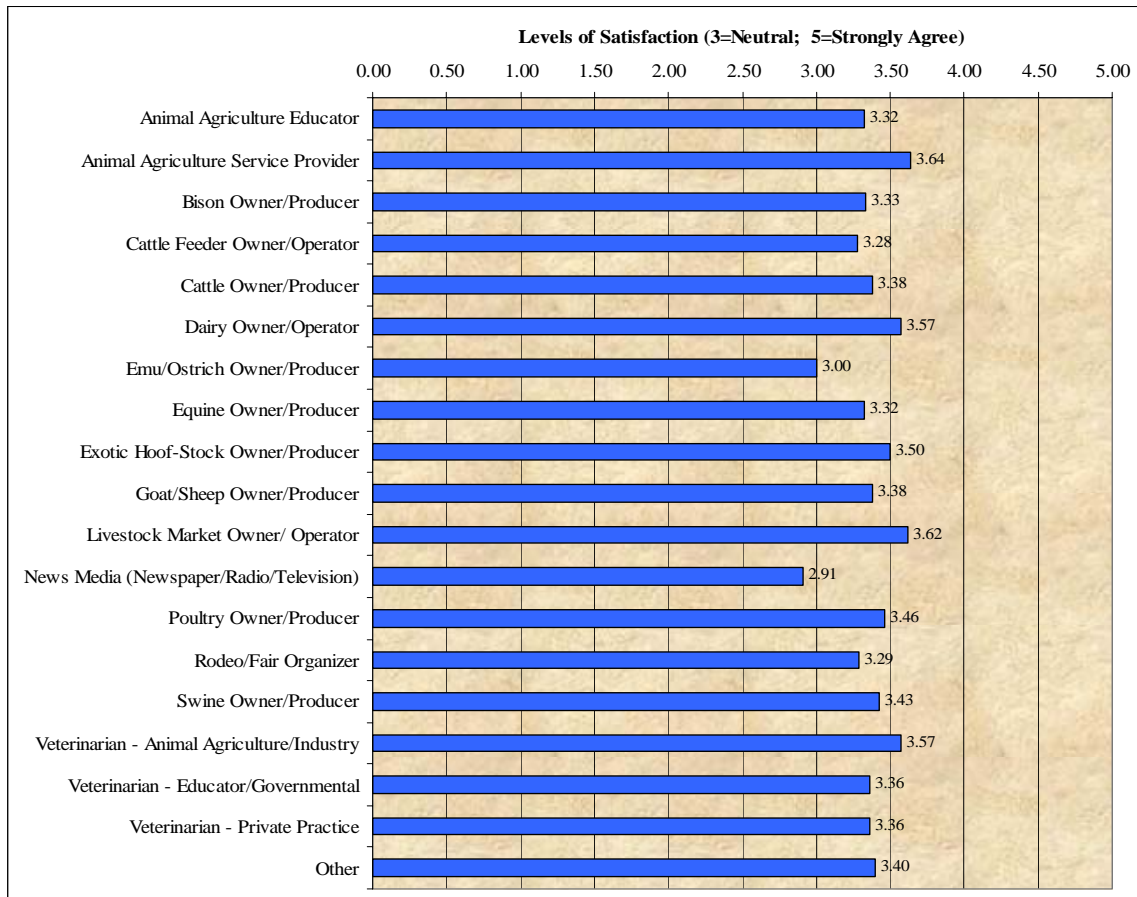


Table 12: The Attitudes of the Various Racial/Ethnic Groups Towards the Question: “Overall, I am satisfied with my experience.”

	N	% Strongly Disagree	% Disagree	% Neutral	% Agree	% Strongly Agree	Mean*
Black	12		8.3	25.0	50.0	16.7	3.75
Hispanic	48	2.1	2.1	16.7	56.3	22.9	3.96
Anglo	1,984	1.4	2.4	20.9	59.1	16.3	3.86
Asian/Native Amer.	16	6.3		12.5	68.8	12.5	3.81
Multiracial/other	27	3.7	7.4	40.7	48.1		3.33

***Mean** = Arithmetic Average: 1 = Least satisfied, 3 = Neutral, 5 = Most satisfied

Table 13: The Attitudes of the Various Racial/Ethnic Groups Towards the Question: “Staff members were knowledgeable and helpful.”

	N	% Strongly Disagree	% Disagree	% Neutral	% Agree	% Strongly Agree	Mean*
Black	12		8.3	25.0	58.3	8.3	3.67
Hispanic	45	2.2		20.0	53.3	24.4	3.98
Anglo	1,896	1.0	2.1	28.3	52.2	16.4	3.81
Asian/Native Amer.	15	6.7		20.0	53.3	20.0	3.80
Multiracial/other	27		7.4	48.1	37.0	7.4	3.44

***Mean** = Arithmetic Average: 1 = Least satisfied, 3 = Neutral, 5 = Most satisfied

Table 14: The Attitudes of the Various Racial/Ethnic Groups Towards the Question: “I received the information I needed to obtain services.”

	N	% Strongly Disagree	% Disagree	% Neutral	% Agree	% Strongly Agree	Mean*
Black	11			27.3	54.5	18.2	3.91
Hispanic	44	2.3	2.3	15.9	61.4	18.2	3.91
Anglo	1,854	1.2	2.8	26.1	54.7	15.2	3.80
Asian/Native Amer.	15	6.7	6.7	13.3	60.0	13.3	3.67
Multiracial/other	25	4.0	8.0	28.0	48.0	12.0	3.56

*Mean = Arithmetic Average: 1 = Least satisfied, 3 = Neutral, 5 = Most satisfied

Table 15: The Attitudes of the Various Racial/Ethnic Groups Towards the Question: “The web site was easy to use, well organized, and contained accurate information.”

	N	% Strongly Disagree	% Disagree	% Neutral	% Agree	% Strongly Agree	Mean*
Black	12			33.3	50.0	16.7	3.83
Hispanic	41	2.4	4.9	26.8	56.1	9.8	3.66
Anglo	1,843	0.9	2.3	36.0	48.8	12.0	3.69
Asian/Native Amer.	16	6.3	6.3	25.0	56.3	6.3	3.50
Multiracial/other	26	3.8	11.5	57.7	26.9		3.08

*Mean = Arithmetic Average: 1 = Least satisfied, 3 = Neutral, 5 = Most satisfied

Table 16: The Attitudes of the Various Racial/Ethnic Groups Towards the Question: “If I complained, it was handled in a reasonable manner.”

	N	% Strongly Disagree	% Disagree	% Neutral	% Agree	% Strongly Agree	Mean*
Black	11			63.6	36.4		3.36
Hispanic	36		2.8	61.1	22.2	13.9	3.47
Anglo	1,568	1.5	1.5	66.4	23.7	7.0	3.33
Asian/Native Amer.	13	7.7		61.5	23.1	7.7	3.23
Multiracial/other	26	3.8	3.8	69.2	19.2	3.8	3.15

Table 17: The Attitudes of the Various Racial/Ethnic Groups Towards the Question: “My telephone call, letter or e-mail inquiry was addressed in a reasonable amount of time.”

	N	% Strongly Disagree	% Disagree	% Neutral	% Agree	% Strongly Agree	Mean*
Black	11		9.1	27.3	63.6		3.55
Hispanic	40	2.5	2.5	40.0	32.5	22.5	3.70
Anglo	1,718	1.5	2.1	42.0	40.8	13.6	3.63
Asian/Native Amer.	15	6.7	6.7	26.7	46.7	13.3	3.53
Multiracial/other	26			57.7	34.6	7.7	3.50

***Mean** = Arithmetic Average: 1 = Least satisfied, 3 = Neutral, 5 = Most satisfied

Table 18: The Attitudes of the Various Racial/Ethnic Groups Towards the Question: “If I received printed material, it contained thorough and accurate information.”

	N	% Strongly Disagree	% Disagree	% Neutral	% Agree	% Strongly Agree	Mean*
Black	12			33.3	58.3	8.3	3.75
Hispanic	39		2.6	25.6	46.2	25.6	3.95
Anglo	1,741	1.0	1.2	31.8	48.5	17.4	3.80
Asian/Native Amer.	13	7.7		38.5	23.1	30.8	3.69
Multiracial/other	27		7.4	48.1	37.0	7.4	3.44

Table 19: The Attitudes of the Various Racial/Ethnic Groups Towards the Question: “If I visited the facility, it was clean and orderly.”

	N	% Strongly Disagree	% Disagree	% Neutral	% Agree	% Strongly Agree	Mean*
Black	9			66.7	22.2	11.1	3.44
Hispanic	37			56.8	27.0	16.2	3.59
Anglo	1,448	0.3	0.4	70.0	21.0	8.3	3.36
Asian/Native Amer.	13			76.9	15.4	7.7	3.31
Multiracial/other	24			87.5	12.5		3.13

***Mean** = Arithmetic Average: 1 = Least satisfied, 3 = Neutral, 5 = Most satisfied

Figure10: Overall Satisfaction Levels of the Various Racial/Ethnic Groups

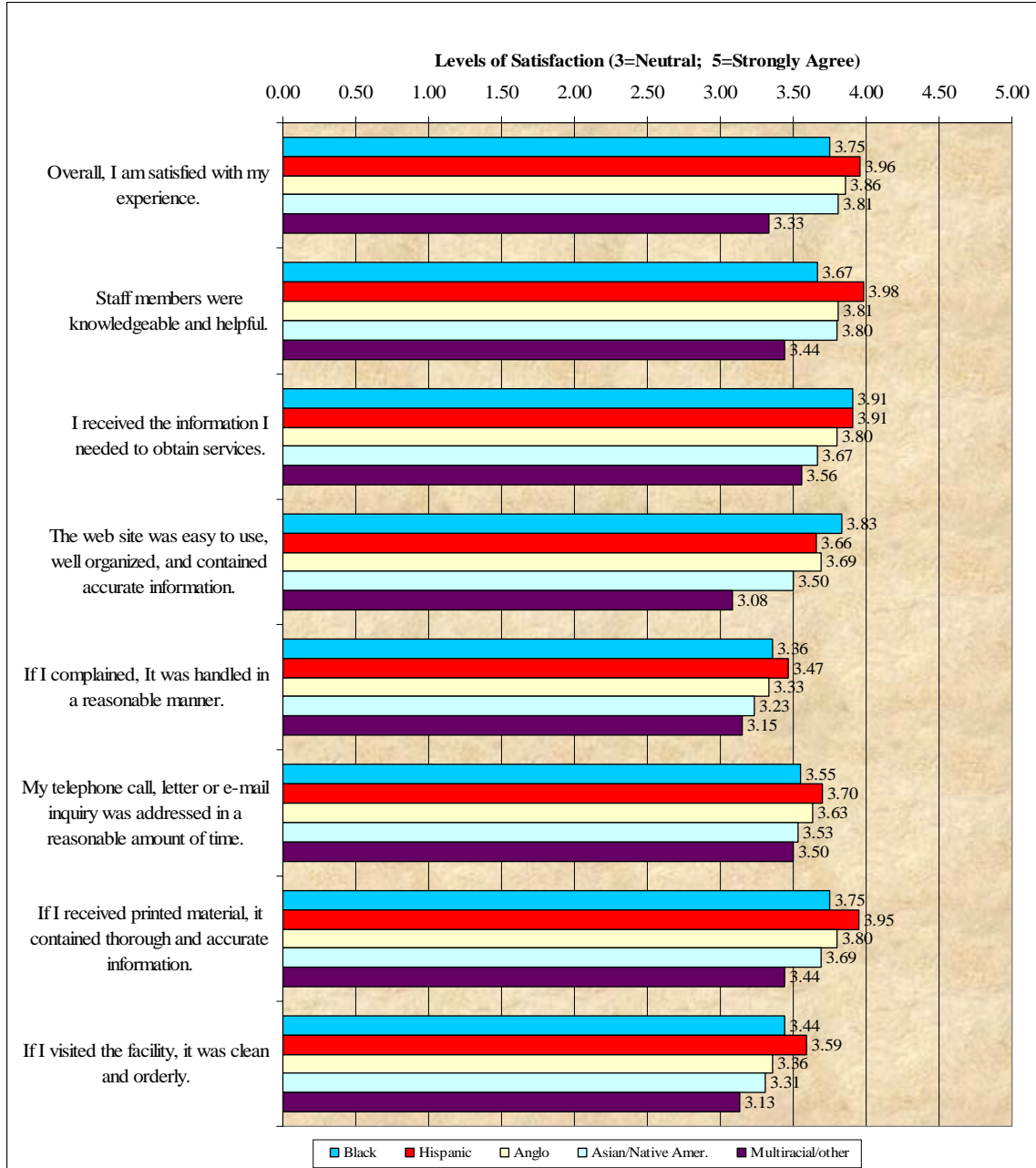


Table 20: Levels of Satisfaction Among the Various Age Groups

		↓ % Strongly Disagree	↓ % Disagree	↓ % Neutral	↓ % Agree	↓ % Strongly Agree	↓ Mean*	
	N							
18-30 Years	Overall, I am satisfied with my experience.	116	0.9	0.9	27.6	55.2	15.5	3.84
	Staff members were knowledgeable and helpful.	114	0.9	0.9	32.5	53.5	12.3	3.75
	I received the information I needed to obtain services.	112	1.8	0.9	33.0	50.0	14.3	3.74
	The web site was easy to use, well organized, and contained accurate information.	112	0.9	3.6	36.6	48.2	10.7	3.64
	If I complained, It was handled in a reasonable manner.	120			72.5	20.2	7.3	3.35
	My telephone call, letter or e-mail inquiry was addressed in a reasonable amount of time.	13	1.9		55.1	28.0	15.0	3.54
	If I received printed material, it contained thorough and accurate information.	10	0.9		40.9	39.1	19.1	3.75
	If I visited the facility, it was clean and orderly.	101	1.0	1.0	68.3	17.8	11.9	3.39
31-45 Years	Overall, I am satisfied with my experience.	566	1.4	1.9	21.0	62.7	12.9	3.84
	Staff members were knowledgeable and helpful.	548	1.1	2.0	28.3	54.0	14.6	3.79
	I received the information I needed to obtain services.	539	1.3	3.0	25.0	55.8	14.8	3.80
	The web site was easy to use, well organized, and contained accurate information.	534	0.9	2.2	38.0	47.8	11.0	3.66
	If I complained, It was handled in a reasonable manner.	473	1.7	0.8	70.2	21.1	6.1	3.29
	My telephone call, letter or e-mail inquiry was addressed in a reasonable amount of time.	505	1.2	1.8	43.0	42.0	12.1	3.62
	If I received printed material, it contained thorough and accurate information.	517	1.2	1.4	31.1	48.7	17.6	3.80
	If I visited the facility, it was clean and orderly.	443	0.2	0.2	72.2	18.5	8.8	3.35

*Mean = Arithmetic Average: 1 = Least satisfied, 3 = Neutral, 5 = Most satisfied

Table 20: Continued

		N	% Strongly Disagree	% Disagree	% Neutral	% Agree	% Strongly Agree	Mean*
46-59 years	Overall, I am satisfied with my experience.	970	1.1	2.8	21.8	57.4	16.9	3.84
	Staff members were knowledgeable and helpful.	930	1.0	2.6	29.9	49.9	16.7	3.79
	I received the information I needed to obtain services.	909	1.0	3.5	26.2	55.0	14.3	3.80
	The web site was easy to use, well organized, and contained accurate information.	907	1.1	3.0	35.9	48.7	11.2	3.66
	If I complained, It was handled in a reasonable manner.	770	1.3	2.1	66.2	23.8	6.6	3.29
	My telephone call, letter or e-mail inquiry was addressed in a reasonable amount of time.	852	1.3	2.8	41.2	41.3	13.4	3.62
	If I received printed material, it contained thorough and accurate information.	846	0.9	1.8	32.2	48.7	16.4	3.80
	If I visited the facility, it was clean and orderly.	712	0.3	0.6	71.6	20.9	6.6	3.35
60years or Over	Overall, I am satisfied with my experience.	448	2.2	2.9	17.6	58.5	18.8	3.89
	Staff members were knowledgeable and helpful.	416	1.2	1.7	24.0	54.1	19.0	3.88
	I received the information I needed to obtain services.	401	2.0	1.5	24.4	54.6	17.5	3.84
	The web site was easy to use, well organized, and contained accurate information.	395	1.0	1.8	33.9	49.9	13.4	3.73
	If I complained, It was handled in a reasonable manner.	310	2.3	1.6	58.7	28.7	8.7	3.40
	My telephone call, letter or e-mail inquiry was addressed in a reasonable amount of time.	356	2.5	2.0	38.8	41.0	15.7	3.65
	If I received printed material, it contained thorough and accurate information.	368	1.1	0.5	30.4	49.5	18.5	3.84
	If I visited the facility, it was clean and orderly.	209	0.4		63.5	25.9	10.3	3.46

*Mean = Arithmetic Average: 1 = Least satisfied, 3 = Neutral, 5 = Most satisfied

Figure 11: Overall Satisfaction Levels of the Various Age Groups

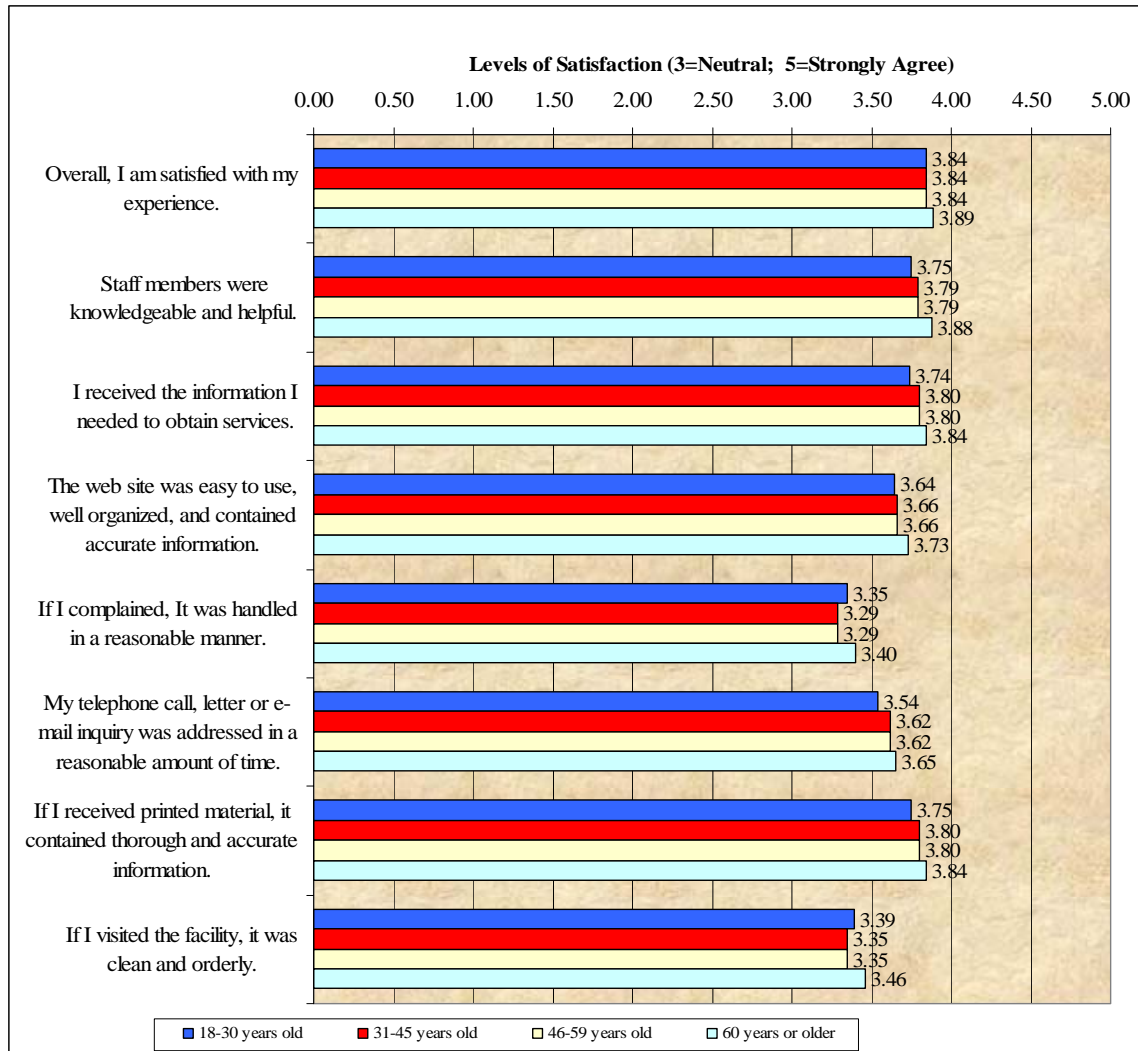
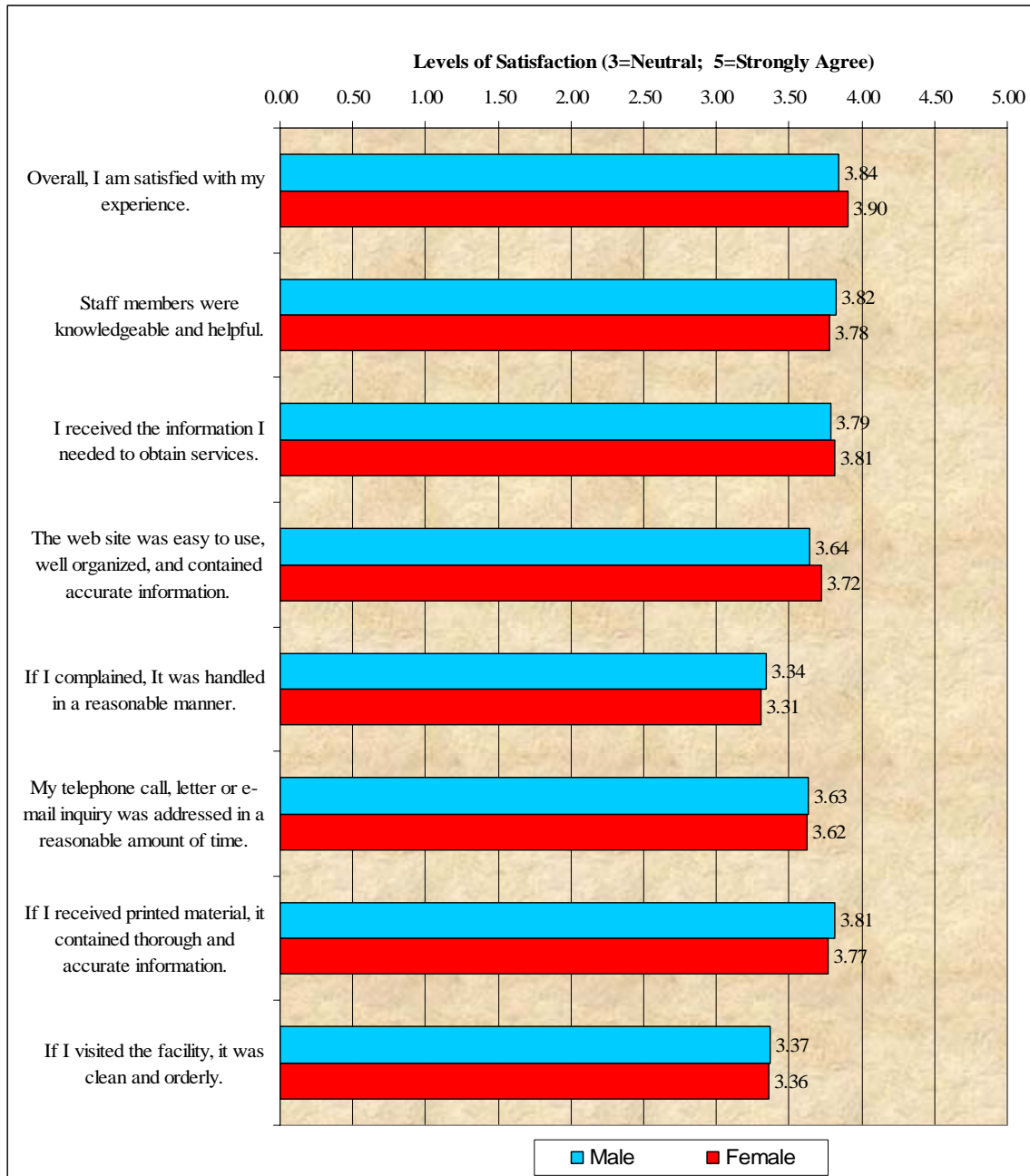


Table 21: Levels of Satisfaction Among Male and Female Customers

		N	% Strongly Disagree	% Disagree	% Neutral	% Agree	% Strongly Agree	Mean*
Male	Overall, I am satisfied with my experience.	1,325	2.0	3.0	20.0	59.2	15.8	3.84
	Staff members were knowledgeable and helpful.	1,280	1.4	2.3	26.3	53.0	17.0	3.82
	I received the information I needed to obtain services.	1,247	1.8	3.0	24.5	56.0	14.8	3.79
	The web site was easy to use, well organized, and contained accurate information.	1,230	1.4	3.1	35.8	49.3	10.5	3.64
	If I complained, It was handled in a reasonable manner.	1,070	1.8	2.1	63.5	25.4	7.3	3.34
	My telephone call, letter or e-mail inquiry was addressed in a reasonable amount of time.	1,160	2.1	2.2	40.2	42.0	13.5	3.63
	If I received printed material, it contained thorough and accurate information.	1,179	1.3	1.0	31.0	49.0	17.7	3.81
	If I visited the facility, it was clean and orderly.	988	0.5	0.5	68.5	22.2	8.3	3.37
Female	Overall, I am satisfied with my experience.	771	0.5	1.4	23.0	58.1	17.0	3.90
	Staff members were knowledgeable and helpful.	724	0.4	1.9	32.2	50.1	15.3	3.78
	I received the information I needed to obtain services.	707	0.6	2.5	28.4	52.5	16.0	3.81
	The web site was easy to use, well organized, and contained accurate information.	715	0.4	1.7	36.6	47.6	13.7	3.72
	If I complained, It was handled in a reasonable manner.	588	0.9	0.5	71.6	20.6	6.5	3.31
	My telephone call, letter or e-mail inquiry was addressed in a reasonable amount of time.	657	0.6	2.1	45.4	38.1	13.9	3.62
	If I received printed material, it contained thorough and accurate information.	659	0.6	1.8	34.0	46.7	16.8	3.77
	If I visited the facility, it was clean and orderly.	549		0.2	72.5	18.9	8.4	3.36

***Mean** = Arithmetic Average: 1 = Least satisfied, 3 = Neutral, 5 = Most satisfied

Figure12: Overall Satisfaction Levels of Male and Female Customers



APPENDIX

Survey Instrument

Texas Animal Health Commission

Texas Animal Health Commission wants to serve you better and appreciates your taking the time to complete this survey.

Please Note:

- To insure impartiality, this survey is conducted by an independent researcher at Texas State University.
- For each of the following statements, select the one which most clearly reflects your answer. You may skip items that do not apply.
- This survey is anonymous and we do not collect information which allows for identification of individuals.

Control Number — If you received an invitation or hardcopy survey, enter the Control Number provided in the box below. This number is not associated with you, but used to insure a valid response.

Enter your control number here:

Indicate one category that most closely describes you:

- Animal Agriculture Educator
- Animal Agriculture Service Provider
- Bison Owner/Producer
- Cattle Feeder Owner/Operator
- Cattle Owner/Producer
- Dairy Owner/Operator
- Emu/Ostrich Owner/Producer
- Equine Owner/Producer
- Exotic Hoof-Stock Owner/Producer
- Goat/Sheep Owner/Producer
- Livestock Market Owner/ Operator
- News Media (Newspaper/Radio/Television)
- Poultry Owner/Producer
- Rodeo/Fair Organizer
- Swine Owner/Producer
- Veterinarian - Animal Agriculture/Industry
- Veterinarian - Educator/Governmental
- Veterinarian - Private Practice
- Other

My race/ethnicity is:

- African-American/Black
- Mexican-American/Hispanic
- Anglo-American/White
- Asian-American/Native American
- Multiracial/Other

My age (in years):

- Under 18
- 18-30 years
- 31-45 years
- 46-59 years
- 60 years or older

I am a:

- Male
- Female

Home Zip:

Indicate how strongly you agree or disagree with the following:

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Overall, I am satisfied with my experience.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Staff members were knowledgeable and helpful.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I received the information I needed to obtain services.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The web site was easy to use, well organized, and contained accurate information.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If I complained, it was handled in a reasonable manner.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My telephone call, letter or e-mail inquiry was addressed in a reasonable amount of time.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If I received printed material, it contained thorough and accurate information.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If I visited the facility, it was clean and orderly.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Submit