

Credit Union Member Service Survey

Name: _____ Company: _____

Social Security Number: _____ Date: _____ Location: _____

The Credit Union Member Service Survey asks questions about your *preferences*. Please answer these questions according to how you actually feel, instead of how you think you *ought* to feel, or how you think we want you to feel. It is important that you answer every question with the answer that comes closest to your true preference most of the time.

Instructions: There are 72 questions on the Credit Union Member Service Survey. You will answer each question on a 10-point scale, choosing the number that comes closest to your true preference. There are two parts: Part 1 consists of 42 questions for each of which you indicate the degree to which you "Agree" or "Disagree" with the statement. This allows you to indicate how strongly you agree or disagree with the statement.

A Helpful Hint: Some questions may seem to be asking the same thing, but no two questions are exactly alike. Answer each question with the response that comes closest to how you feel, most of the time. Do not think too long about each question; your first response is usually the best one. **Please be sure to answer every question.**

Part 1. Use the following scale to answer questions in this part:

| DISAGREE | | | | | AGREE | | | | |
|------------------|------------------------|-------------------|-------------------|------------------------|---------------------|----------------|----------------|---------------------|---------------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Totally Disagree | Very Strongly Disagree | Strongly Disagree | Slightly Disagree | Very Slightly Disagree | Very Slightly Agree | Slightly Agree | Strongly Agree | Very Strongly Agree | Totally Agree |

| | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|----|
| 1. People are very friendly with you. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 2. You enjoy showing other people how to save money. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 3. You are comfortable speaking up when you have a question. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 4. Most people think you are very friendly. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 5. You like to ask questions and get information from people. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 6. You are an organized and methodical person. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

Part 2. Part 2 consists of 30 questions that are also answered on 10-point scales. The end points of each scale, or "anchors," are labeled differently and change from question to question. Be sure to read the questions *and the anchors at the ends of their ten-point scales* carefully before choosing an answer. **Choose only one answer along the continuous scale for each question.**

You would rather watch people who are talking in a group than jump into the middle of things.

| | | | | | | | | | |
|-------|---|---|---|---|----------|---|---|---|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Agree | | | | | Disagree | | | | |

When a customer complains it is most important to:

| | | | | | | | | | |
|-----------------------|---|---|---|---|--------------------------|---|---|---|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Respond appropriately | | | | | Understand the situation | | | | |

NOTE: These are sample questions that are similar to, but not exactly the same as, the questions on the actual Credit Union Member Services Survey.