



# **PHILIPPINE INFORMATION AGENCY**

## **CLIENT SATISFACTION MEASUREMENT REPORT**

Consolidated

2023 (2<sup>nd</sup> Edition)

## Table of Contents

<b>I. OVERVIEW .....</b>	<b>3</b>
<b>II. SCOPE.....</b>	<b>4</b>
<b>III.METHODOLOGY.....</b>	<b>7</b>
<b>IV.DATA AND INTERPRETATION .....</b>	<b>8</b>
<b>A. Demographic Profile.....</b>	<b>8</b>
<b>B. Citizen's Charter and Service Quality Dimensions.....</b>	<b>11</b>
<i>Results of Citizen's Charter Questions .....</i>	<i>11</i>
<i>Results of Service Quality Dimensions .....</i>	<i>11</i>
<b>C. Overall Score Per Service .....</b>	<b>12</b>
<b>D. Responses to Additional Questions .....</b>	<b>15</b>
<b>V. Results of the Agency Action Plan Reported for FY 2022.....</b>	<b>15</b>
<b>VI.Continuous Agency Improvement Plan for FY 2024 .....</b>	<b>15</b>
<b>ANNEX A. Survey Questionnaires Used .....</b>	<b>18</b>
<b>ANNEX B. List of Offices .....</b>	<b>31</b>
<b>ANNEX C. CSM Results Per Office.....</b>	<b>32</b>
<b>1. PIA Main/Central Office.....</b>	<b>32</b>
<b>2. PIA-National Capital Region .....</b>	<b>32</b>
<b>3. PIA-Cordillera Administrative Region .....</b>	<b>33</b>
<b>4. PIA-Region 1.....</b>	<b>34</b>
<b>5. PIA-Region 2.....</b>	<b>35</b>
<b>6. PIA-Region 3.....</b>	<b>36</b>
<b>7. PIA-Region 4A.....</b>	<b>36</b>
<b>8. PIA-Region 4B.....</b>	<b>37</b>
<b>9. PIA-Region 5.....</b>	<b>37</b>
<b>10. PIA-Region 6 .....</b>	<b>38</b>
<b>11. PIA-Region 7 .....</b>	<b>39</b>
<b>12. PIA-Region 8 .....</b>	<b>40</b>
<b>13. PIA-Region 9 .....</b>	<b>40</b>
<b>14. PIA-Region 10.....</b>	<b>41</b>
<b>15. PIA-Region 11.....</b>	<b>42</b>
<b>16. PIA-Region 12.....</b>	<b>43</b>
<b>17. PIA-Region 13.....</b>	<b>43</b>

## I. OVERVIEW

Pursuant to the Anti-Red Tape Authority (ARTA) Memorandum Circular (M.C.) No. 2022-05, government agencies shall provide the harmonized Client Satisfaction Measurement (CSM) survey to clients who have completed a transaction with them. Per Section 6.7.1 of ARTA MC No. 2019-002, the CSM shall “assess the overall satisfaction and perception of applicants or requesting parties on the government services accessed.” Further, Section 6.7.3 also states that the CSM shall detail “the scope and period covered by the measurement, the methodology used, the results of the measurement, and the interpretation of the data shall be reported to the Authority.”

For Fiscal Year (FY) 2023, the Philippine Information Agency (PIA) continued to provide accurate, timely, and relevant information to enable citizens to participate in and benefit from government programs that uplift their quality of life. The Agency delivered communication and advocacy programs of national scope and assists other government agencies in the communication component of their programs through multimedia strategies.

Below is the summary of the results of the Agency’s 2023 CSM survey:

Indicators/Variables	Score
Citizen's Charter (CC) Awareness	71.43%
CC Visibility	65.52%
CC Helpfulness	70.69%
SQD0	99.00%
Overall Score of 8 SQDs	95.58%

On the respondents’ level of satisfaction (based on their responses to *SQD0: I am satisfied with the service that I availed*), results showed that the PIA has obtained an overall score of 99.00%, which is equivalent to "Outstanding." Almost all service quality dimensions were rated outstanding with *Assurance* having the highest score (99.0%). The consolidated results showed none of the service quality dimensions obtained a “poor” or “fair” rating. PIA's external services were also rated highly by the respondents with *provision of training assistance* and *provision of communication support* receiving a 100% score.



On the respondents' level of satisfaction (based on their responses to the SQD1-8), the Agency's external services obtained an overall score of 95.58.

Meanwhile, seven out of 10 respondents said they were able to see the Citizen's Charter (CC) of the Agency (71.43%) and the CC *helped a lot* in their transactions.

## II. SCOPE

The PIA administered the survey from 27 February 2024 to 12 April 2024, using both online and paper-based forms, to its clients who visited the Central and Regional Offices, completed transactions, and availed of the Agency's external services in FY 2023. A total of 406 clients responded to the survey.

Following the PIA's Citizen's Charter 3<sup>rd</sup> Edition, below are the Agency's external services covered in the CSM with the corresponding number of clients who answered the survey:

External Services	Type of Form				Overall	
	Online		Paper			
	N	%	N	%	N	%
Advocacy and Media Relations	182	53.4%	6	9.2%	188	46.31%
Production/Dissemination of IEC Materials	59	17.3%	44	67.7%	103	25.37%
Provision of Communication Support	52	15.2%	6	9.2%	58	14.29%
Provision of Training Assistance	21	6.2%	5	7.7%	26	6.40%
Communication Research	12	3.5%	4	6.2%	16	3.94%
Recruitment, Selection, and Placement	15	4.4%	0	0.0%	15	3.69%
	Total number of respondents (N) = 406					

Advocacy and Media Relations	Count	Percentage
Media relations (e.g., accreditation, coverage, press conferences)	127	67.55%
Awareness-raising activity for a specific advocacy/program/project	87	46.28%
Radio/TV/Online guesting	55	29.26%

Technical assistance to specific program/ project (e.g., documentation, review, admin/secretariat support, consultancy)	37	19.68%
Radio/TV/Online program	28	14.89%
Events management (e.g., fun run, school competition)	14	7.45%
Other	3	1.60%
<i>(N = 188, multiple response)</i>		
<b>Production/Dissemination of IEC Materials</b>	<b>Count</b>	<b>Percentage</b>
Social media post/promotion (e.g., video, photo, infographic)	54	52.43%
Distribution of Press/News/Feature Releases (online)	47	45.63%
Puppet play	33	32.04%
Distribution of Press/News/Feature Releases (print)	24	23.30%
Radio/TV plug	17	16.50%
Print materials (e.g., comics, brochure, tarpaulin, poster)	14	13.59%
SMS/Text blast	13	12.62%
Information caravan/information kiosk	13	12.62%
Infomercial	11	10.68%
E-magazine feature	3	2.91%
Script/copy development	2	1.94%
Web system design and development	1	0.97%
Other	1	0.97%
<i>(N = 103, multiple response)</i>		
<b>Provision of Communication Support</b>	<b>Count</b>	<b>Percentage</b>
Inter-agency/communication network support	41	70.69%
Technical assistance to specific program/ project (e.g., documentation, review, admin/secretariat support, consultancy)	24	41.38%
Communication/media planning	18	31.03%
Other	1	1.72%
<i>(N = 58, multiple response)</i>		
<b>Provision of Training Assistance</b>	<b>Count</b>	<b>Percentage</b>
Management of training/seminar/workshop	16	61.54%
Provision of resource person	12	46.15%
Development of training proposal	5	19.23%
Other	2	7.69%
<i>(N = 26, multiple response)</i>		
<b>Communication Research</b>	<b>Count</b>	<b>Percentage</b>
News Monitoring	8	50.0%
Survey/Poll	6	37.5%
Focus Group Discussion	3	18.8%
Other	1	6.3%
<i>(N = 16, multiple response)</i>		



Recruitment, Selection, and Placement	Count	Percentage
Updating on the result, whether selection or rejection	11	73.3%
Response to applicant inquiries	7	46.7%
Other	1	6.7%
(N = 15, multiple response)		

### Research Design

The PIA adopted elements from the 2022 CSM and integrated it with the new interpretation of rating as prescribed by ARTA Memorandum Circular No. 2023-05 which amended the guidelines on the implementation of the harmonized CSM.

The CSM form included questions that solicited information about the clients' 1) demographic background; 2) external service availed from PIA; 3) awareness of the Citizen's Charter; 4) overall satisfaction and rating of PIA's service according to the prescribed Service Quality Dimensions; 5) likelihood of repeat engagement and recommendation; and 6) suggestions to improve PIA's services.

For ease of facilitation, each service has a corresponding CSM form. Images of the physical survey instrument appear in this report as INDEX A.

The Agency used the following Service Quality Dimensions (SQDs):

1. **Responsiveness** – *I spent a reasonable amount of time for my transaction.*
2. **Reliability** – *The office followed the transaction's requirements and steps based on the information provided.*
3. **Access and Facilities** – *The steps (including payment) I needed to do for my transaction were easy and simple.*
4. **Communication** – *I easily found information about my transaction from the office or its website.*
5. **Costs** – *I paid a reasonable amount of fees for my transaction.*
6. **Integrity** – *I felt the office was fair to everyone, or "walang*

*palakasan,” during my transaction.*

7. **Assurance** – *I was treated courteously by the staff, and (if asked for help) the staff was helpful.*
8. **Outcome** – *I got what I needed from the government office, or (if denied) denial of request was sufficiently explained to me.*

### III. METHODOLOGY

The number of clients served per service in each region varied. As such, some overrepresentation or underrepresentation was expected. The survey used a non-probability sampling method, relying on data collection from the population (PIA’s external clients/customers) who voluntarily participated and provided feedback upon receipt of the survey link or survey form. This method was expected to result in an uneven distribution of respondents.

Clients may answer the CSM using the Google Form link <https://tinyurl.com/PIA-CSM2023> shared to them by the PIA Central and Regional Offices. Clients also had the option of responding using the print version of the CSM forms which the concerned PIA office had downloaded or accessed from the PIA Document Control System (DCS).

Authorized personnel from the Planning and Communication Research Division (PCRD) performed the data analysis in this report.

The table below shows the 5-point Likert scale used in the Service Quality Dimensions (SQDs):

Scale	Rating
5	Strongly agree
4	Agree
3	Neither Agree nor Disagree
2	Disagree
1	Strongly Disagree

The overall scoring, meanwhile, of 8 SQD questions was based on ARTA MC 2023-5 which shows the percentage of respondents that rated "agree and

"strongly agree." The overall score for the 8 SQDs were computed based on the following formula:

$$\text{Overall Score} = \frac{\text{Number of 'Strongly Agree' answers} + \text{Number of 'Agree' answers}}{\text{Total number of respondents} - \text{Number of N/A answers}}$$

The interpretation of the results are as follows:

Percentage	Rating
95.0% - 100%	Outstanding
90% - 94.9%	Very Satisfactory
80% - 89.9%	Satisfactory
60% - 79.9%	Fair
Below 60%	Poor

#### IV. DATA AND INTERPRETATION

##### A. Demographic Profile

Most of the respondents answered the survey through the online form (84%). Six out of ten (60.8%) respondents were female. Nearly one-third (28.1%) of the respondents were aged 25-34 followed by aged 35-44 (26.8%) and 45-54 (21.2%).

Demographic profile	Indicators	N	%
Type of Form	Online	341	83.99%
	Paper-based	65	16.01%
Sex by Birth	Female	247	60.84%
	Male	155	38.18%
Age Group	25-34	114	28.08%
	35-44	109	26.85%
	45-54	86	21.18%
	55-64	49	12.07%
	18-24	40	9.85%
	65 and above	5	1.23%
	No answer	3	.74%
		<b>N=406</b>	

The PIA Central Office had the greatest number of clients who responded to



the survey. It should be noted that the PIA-NCR Office, which is based in the Central Office, had only 1 respondent. It is possible that there were clients who transacted with PIA-NCR but answered PIA Central Office due to its office's location.

Meanwhile, there were no respondents who indicated that they transacted with the PIA Mimaropa Regional Office. However, 18 respondents indicated Mimaropa as their region of residence.

The following tables show the distribution of respondents based on the PIA Office where they had their transaction and based on the region of their residence.

PIA Office Visited/Transacted With	N	%
PIA Main/Central Office (Quezon City)	83	20.44%
PIA Region 5	52	12.81%
PIA Region 1	36	8.87%
PIA Region 4A	31	7.64%
PIA Region 2	30	7.39%
PIA- Cordillera Administrative Region (CAR)	28	6.90%
PIA Region 13	27	6.65%
PIA Region 9	26	6.40%
PIA Region 7	26	6.40%
PIA Region 11	16	3.94%
PIA Region 10	16	3.94%
PIA Region 8	13	3.20%
PIA Region 12	9	2.22%
PIA Region 3	7	1.72%
PIA Region 6	5	1.23%
PIA-National Capital Region (NCR)	1	0.25%
PIA Region 4B	0	0.00%
	<b>N=406</b>	

Region of Residence	N	%
5 – Bicol	52	12.81%
National Capital Region (NCR)	50	12.32%
4A – Southern Luzon (CALABARZON)	42	10.34%
1 – Ilocos	36	8.87%
2 – Cagayan Valley	30	7.39%
Cordillera Administrative Region (CAR)	27	6.65%
9 – Zamboanga Peninsula	27	6.65%
13 – Caraga	27	6.65%
7 – Central Visayas	26	6.40%
4B – Southern Luzon (MIMAROPA)	18	4.43%
10 – Northern Mindanao	16	3.94%
11 – Davao	16	3.94%
8 – Eastern Visayas	13	3.20%
3 – Central Luzon	10	2.46%
12 – SOCCSKSARGen	9	2.22%
6 – Western Visayas	5	1.23%
Bangsamoro (BARMM)	1	0.25%
No answer	1	0.25%
	<b>N=406</b>	

A big majority (71.9%) of the clients of PIA were from the government sector while around one-fifth (20.4%) were ordinary citizens. A few (7.6%), on the other hand, were from the business sector.

Client Type	Type of Form				Overall	
	Online based		Paper-based			
	N	%	N	%	N	%
Government	248	72.7%	44	67.7%	292	71.92%
Business	25	7.3%	6	9.2%	31	7.64%
Citizen	68	19.9%	15	23.1%	83	20.44%
N = 406						

## B. Citizen's Charter and Service Quality Dimensions

### Results of Citizen's Charter Questions

The majority (71.4%) of the respondents claimed they saw the Citizen's Charter (CC) of the PIA. A large percentage of the respondents (65.5%) also found the Agency's CC as *easy to see* while only a few (1%) answered it is *not visible at all*. Seven out of ten respondents (70.7%) also recognized that their transaction was *helped a lot* by the CC.

Survey Question	Response Option	Overall	
		N	%
Which of the following best describes your awareness of a Citizen's Charter (CC)?	I know what a CC is and I saw PIA's CC.	290	71.43%
	I know what a CC is but I did not see PIA's CC.	67	16.50%
	I do not know what a CC is and I did not see one in PIA.	28	6.90%
	I learned of the CC only when I saw PIA's CC.	21	5.17%
If aware of CC (answered codes 1-3 in CC1), would you say that the CC of PIA was...?	Easy to see	266	65.52%
	Somewhat easy to see	67	16.50%
	Not applicable	64	15.76%
	Difficult to see	5	1.23%
	Not visible at all	4	0.99%
If aware of CC (answered codes 1-3 in CC1), how much did the CC help you in your transaction?	Helped a lot	287	70.69%
	Not applicable	67	16.50%
	Somewhat helped	49	12.07%
	Did not help at all	3	0.74%

### Results of Service Quality Dimensions

Based on the metrics provided by ARTA, the PIA had an overall satisfactory rating (SQD0. *I am satisfied with the service that I availed*) of 99.0% which is considered "Outstanding."

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	N/A	Total	%
SQD0	0	0	4	84	318	0	406	99.00%



Almost all dimensions were rated outstanding with *Assurance* having the highest score (99.0%) followed closely by *Reliability* (98.2%), *Integrity* (97.9%) and *Outcome* (97.7%). High ratings were also registered for *Communication* (97.0%), *Responsiveness* (96.7%), and *Access* (95.0%). While *Cost* had the lowest score (83.0%) among the SQDs, it is still considered “Satisfactory.”

Service Quality Dimension	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	N/A	Total Responses	Overall
Responsiveness	266	116	6	4	3	11	395	96.71%
Reliability	291	94	7	0	0	14	392	98.21%
Access	200	86	15	0	0	105	301	95.02%
Communication	263	97	9	0	2	35	371	97.04%
Cost	89	48	18	6	4	241	165	83.03%
Integrity	303	79	8	0	0	16	390	97.95%
Assurance	330	68	4	0	0	4	402	99.00%
Outcome	300	85	9	0	0	12	394	97.72%
<b>Overall</b>	<b>2,042</b>	<b>673</b>	<b>76</b>	<b>10</b>	<b>9</b>	<b>438</b>	<b>2,810</b>	<b>95.58%</b>

### C. Overall Score Per Service

Per external service availed, the ratings of the respondents were very high in terms of overall satisfaction (*SQD0: I am satisfied with the service that I availed*).

*Provision of training assistance and communication support* obtained a perfect score of 100% as none of its clients rated it below “neither agree nor disagree.” Outstanding ratings were also recorded in *Advocacy and Media relations* (99.47%) and *Production and Dissemination of IEC Materials* (99.03%). *Communication Research* (93.75%) and *Recruitment, Selection and Placement* (93.33%) had “Very Satisfactory” ratings

PIA’s external services received an overall score of 99.01% which is equivalent to “Outstanding.”

External Services	Responses to SQD0							Overall
	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	N/A	Total Responses	
Provision of Communication Support	49	9	0	0	0	0	58	100.00%

Provision of Training Assistance	18	8	0	0	0	0	26	100.00%
Advocacy and Media Relations	151	36	1	0	0	0	188	99.47%
Production/Dissemination of IEC Materials	81	21	1	0	0	0	103	99.03%
Communication Research	9	6	1	0	0	0	16	93.75%
Recruitment, Selection, and Placement	10	4	1	0	0	0	15	93.33%
<b>Overall</b>	<b>318</b>	<b>84</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>406</b>	<b>99.01%</b>

Moreover, the external services of *Provision of training assistance* (99.45%), *Production/dissemination of IEC materials* (98.04%), *Provision of communication support* (97.49%), and *Advocacy and media relations* (96.99%) got “Outstanding” overall scores based on the results of the eight SQDs.

Meanwhile, *Recruitment, Selection and Placement* (88.89%) and *Communication Research* (83.19%) obtained “Satisfactory” overall ratings for the eight SQDs.

SQD 1-8	Provision of Training Assistance							Overall
	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	N/A	Total Responses	
Responsiveness	14	9	0	0	0	3	26	100.00%
Reliability	17	8	0	0	0	1	26	100.00%
Access	10	7	1	0	0	8	26	94.44%
Communication	13	10	0	0	0	3	26	100.00%
Cost	8	7	0	0	0	11	26	100.00%
Integrity	17	9	0	0	0	0	26	100.00%
Assurance	19	7	0	0	0	0	26	100.00%
Outcome	16	9	0	0	0	1	26	100.00%
<b>Overall</b>	<b>114</b>	<b>66</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>27</b>	<b>208</b>	<b>99.45%</b>

SQD 1-8	Production/Dissemination of IEC Materials							Overall
	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	N/A	Total Responses	
Responsiveness	69	31	0	0	1	2	103	99.01%
Reliability	74	24	1	0	0	4	103	98.99%
Access	59	22	1	0	0	21	103	98.78%
Communication	68	23	0	0	1	11	103	98.91%
Cost	28	13	4	0	3	55	103	85.42%
Integrity	75	17	1	0	0	10	103	98.92%
Assurance	82	18	0	0	0	3	103	100.00%



Outcome	77	21	2	0	0	3	103	98.00%
<b>Overall</b>	<b>532</b>	<b>169</b>	<b>9</b>	<b>0</b>	<b>5</b>	<b>109</b>	<b>824</b>	<b>98.04%</b>

SQD 1-8	Provision of Communication Support							Overall
	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	N/A	Total Responses	
Responsiveness	43	12	1	1	0	1	58	96.49%
Reliability	48	7	2	0	0	1	58	96.49%
Access	33	6	1	0	0	18	58	97.50%
Communication	43	10	2	0	1	2	58	94.64%
Cost	9	4	1	1	0	43	58	86.67%
Integrity	51	6	0	0	0	1	58	100.00%
Assurance	53	5	0	0	0	0	58	100.00%
Outcome	50	8	0	0	0	0	58	100.00%
<b>Overall</b>	<b>330</b>	<b>58</b>	<b>7</b>	<b>2</b>	<b>1</b>	<b>66</b>	<b>464</b>	<b>97.49%</b>

SQD 1-8	Advocacy and Media Relations							Overall
	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	N/A	Total Responses	
Responsiveness	122	54	2	3	2	5	188	96.17%
Reliability	135	44	2	0	0	7	188	98.90%
Access	86	42	8	0	0	52	188	94.12%
Communication	122	45	5	0	0	16	188	97.09%
Cost	39	21	8	3	1	116	188	83.33%
Integrity	142	39	2	0	0	5	188	98.91%
Assurance	156	30	1	0	0	1	188	99.47%
Outcome	142	37	2	0	0	7	188	98.90%
<b>Overall</b>	<b>944</b>	<b>312</b>	<b>30</b>	<b>6</b>	<b>3</b>	<b>209</b>	<b>1504</b>	<b>96.99%</b>

SQD 1-8	Recruitment, Selection, and Placement							Overall
	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	N/A	Total Responses	
Responsiveness	10	3	2	0	0	0	15	86.67%
Reliability	10	4	1	0	0	0	15	93.33%
Access	7	3	2	0	0	3	15	83.33%
Communication	11	4	0	0	0	0	15	100.00%
Cost	3	1	2	1	0	8	15	57.14%
Integrity	10	3	2	0	0	0	15	86.67%
Assurance	12	2	1	0	0	0	15	93.33%
Outcome	9	4	1	0	0	1	15	92.86%
<b>Overall</b>	<b>72</b>	<b>24</b>	<b>11</b>	<b>1</b>	<b>0</b>	<b>12</b>	<b>120</b>	<b>88.89%</b>

SQD 1-8	Communication Research							Overall
	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	N/A	Total Responses	



Responsiveness	8	7	1	0	0	0	16	93.75%
Reliability	7	7	1	0	0	1	16	93.33%
Access	5	6	2	0	0	3	16	84.62%
Communication	6	5	2	0	0	3	16	84.62%
Cost	2	2	3	1	0	8	16	50.00%
Integrity	8	5	3	0	0	0	16	81.25%
Assurance	8	6	2	0	0	0	16	87.50%
Outcome	6	6	4	0	0	0	16	75.00%
<b>Overall</b>	<b>50</b>	<b>44</b>	<b>18</b>	<b>1</b>	<b>0</b>	<b>15</b>	<b>128</b>	<b>83.19%</b>

#### D. Responses to Additional Questions

Almost all the respondents said they will *engage the service of PIA again* (98.5%) and will *recommend the agency to a colleague or another government agency/organization* (97.5%).

Additional Questions	Response Options	N	%
Engage the service of PIA again?	Yes	400	98.52%
	No	0	0.00%
	Maybe	6	1.48%
Recommend PIA to another colleague or another government agency/organization?	Yes	396	97.54%
	No	1	0.25%
	Maybe	9	2.22%

#### V. Results of the Agency Action Plan Reported for FY 2022

In its FY 2022 CSM Report, the PIA committed to enhance the scope of its survey. Pledging to consistently expand the range of services examined, it vowed to ensure alignment with the latest version of the Agency's Citizen's Charter (CC).

The Agency is currently engaged in a comprehensive review of its CC to update its external and internal services and improve its processes. Furthermore, the PIA targets to finalize to unveil the 4<sup>th</sup> edition of its CC Handbook.

#### VI. Continuous Agency Improvement Plan for FY 2024

PIA commits to continue to do the following:

- **Provide** all our internal and external customers with **timely,**

**accurate and relevant information** that contributes to proactive citizenship, national progress, and a better quality of life for all Filipinos.

- **Train and empower our people** to consistently deliver effective and high- quality products and services.
- **Continuously improve our work processes** to satisfy our customers' needs and meet their expectations at all times, complying with the PIA Charter and all other applicable laws, rules and regulations.

In addition to the above, the PIA commits to work on or improve on the CSM FY 2024:

- **Frequency and Period of the Survey**
  - Ensure the conduct of CSM promptly after each completed transaction, through the issuance of a memorandum circular reiterating the frequency and period of the survey.
- **Scope and Survey Instrument**
  - Review and update the CSM survey form as soon as the Agency's 4<sup>th</sup> edition of Citizen's Charter is finalized and published.
  - Cover the **internal services** starting year 2024.
  - Translate the CSM survey questions into Filipino and, if possible, in other local dialects for improved language accessibility and ease of understanding.
- **Data Gathering**
  - Enhance on-site survey methods, utilizing various data-gathering methods available, including electronic and remote platforms;
  - Remove barriers for persons with disabilities and senior citizens and ensure assistance will be provided for them in answering the CSM; and
  - Improve data collection for the Regional Offices, especially in PIA-NCR and PIA-4B (Mimaropa).

Prepared by:

  
**RAFAEL Q. ZAPANTA**  
*Information Officer IV*  
*Planning and Communication Research Division*

Date: 24 April 2024

Reviewed by:

  
**ANN LORRAINE B. MACADAEG**  
*Division Chief*  
*Planning and Communication Research Division/*

Date: 26 April 2024

Approved by:

  
**MA. THERESA S. MENIA**  
*Assistant Director-General for Special Concerns*  
*Chairperson, Committee on Anti-Red Tape*

Date: 29 Apr 2024



## ANNEX A. Survey Questionnaires Used



**Office of the President  
Philippine Information Agency**  
*Alamagang Pang-informasyon ng Pilipinas*

**HELP US SERVE YOU BETTER!**

Greetings from the Philippine Information Agency!

As part of our efforts to continually assess our client's satisfaction and improve our services, we would like to invite you to give your feedback and answer the survey below. This survey will take about 5 minutes to complete. Your feedback will help PIA in providing a better service. Personal information and your responses will be kept strictly confidential. Your participation is voluntary, and you may, at any time, choose to stop or exit the survey.

If you have any questions about this survey, please contact our Planning and Communication Research Division (PCRD) via [pcrd@pia.gov.ph](mailto:pcrd@pia.gov.ph)

**Informed Consent:**  
☐ By continuing, I agree to participate in this survey.  
☐ I choose not to answer this survey.

**Email Address (optional):** \_\_\_\_\_

Client Type:	Region of Residence:	PIA Office Visited/Transacted With:
<input type="checkbox"/> Government <input type="checkbox"/> Business <input type="checkbox"/> Citizen	<input type="checkbox"/> National Capital Region (NCR) <input type="checkbox"/> Cordillera Administrative Region (CAR) <input type="checkbox"/> I - Ilocos <input type="checkbox"/> II - Cagayan Valley <input type="checkbox"/> III - Central Luzon <input type="checkbox"/> IV - Southern Luzon (CALABARZON) <input type="checkbox"/> V - Southern Luzon (MIMAROPA) <input type="checkbox"/> VI - Mindanao <input type="checkbox"/> VII - Western Visayas <input type="checkbox"/> VIII - Central Visayas <input type="checkbox"/> IX - Eastern Visayas <input type="checkbox"/> X - Zamboanga Peninsula <input type="checkbox"/> XI - Northern Mindanao <input type="checkbox"/> XII - Davao <input type="checkbox"/> XIII - SOCCSKSARGEN <input type="checkbox"/> XIV - Caraga <input type="checkbox"/> Bangsamoro (BARMM)	Service Available: Communication Research <input type="checkbox"/> Survey/PIA <input type="checkbox"/> Focus Group Discussion <input type="checkbox"/> Needs Monitoring <input type="checkbox"/> Issue/Content Tracking and Analysis <input type="checkbox"/> Other (please specify): _____
Sex:	Age group:	
<input type="checkbox"/> Male <input type="checkbox"/> Female	<input type="checkbox"/> 18-24 <input type="checkbox"/> 25-34 <input type="checkbox"/> 35-44 <input type="checkbox"/> 45-54 <input type="checkbox"/> 55-64 <input type="checkbox"/> 65 and above	

The Client's Charter is an official document that reflects the services of a government agency/office including its requirements, fees, and processing times among others.

Q01. Which of the following best describes your awareness of a Client's Charter (CC)?	<input type="checkbox"/> 1. I know what a CC is and I saw PIA's CC. <input type="checkbox"/> 2. I know what a CC is but I did not see PIA's CC. <input type="checkbox"/> 3. I learned of the CC only when I saw PIA's CC. <input type="checkbox"/> 4. I do not know what a CC is and I did not see one in PIA. (Answer "NA" in Q02 and Q03)
Q02. If aware of CC (answered codes 1-3 in Q01), would you say that the CC of PIA was...?	<input type="checkbox"/> Easy to see <input type="checkbox"/> Somewhat easy to see <input type="checkbox"/> Difficult to see <input type="checkbox"/> Not visible at all <input type="checkbox"/> Not applicable (NA)
Q03. If aware of CC (answered codes 1-3 in Q01), how much did the CC help you in your transaction?	<input type="checkbox"/> Helped very much <input type="checkbox"/> Somewhat helpful <input type="checkbox"/> Did not help <input type="checkbox"/> Not applicable (NA)

Page 1 of 2

**Feedback Mechanism System**  
Only answer this statement if applicable

	Strongly Agree	Agree	Neutral/Agree not Disagree	Disagree	Strongly Disagree	N/A
SQ00: I am satisfied with the service that I availed						
SQ01: I spent a reasonable amount of time for my transaction. (Please answer NA)						
SQ02: The office followed the transaction's requirements and steps based on the information provided. (If available)						
SQ03: The steps (including payment) I needed to do for my transaction were easy and simple. (If available)						
SQ04: I easily found information about my transaction from the office or its website. (If available)						
SQ05: I paid a reasonable amount of fees for my transaction. (If available)						
SQ06: (Not the office was fair to everyone, or "waiting patiently" during my transaction. (If available)						
SQ07: I was treated courteously by the staff, and (if asked for help) the staff was helpful. (If available)						
SQ08: (If not what I needed from the government office, or (if asked) denial of request was sufficiently explained to me. (If available)						

Based on your experience with PIA's service, are you going to:

E1. Engage the service of PIA again?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Maybe
E2. Recommend PIA to another colleague or agency/organization?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Maybe
E3. How could we improve PIA's service?	<input type="text"/> <input type="text"/> <input type="text"/>

Your feedback is valuable to us! Thank you for your time and have a great day!

Page 2 of 2

(Photo: 2-page questionnaire for CSM survey form of PIA)



Office of the President  
**Philippine Information Agency**  
*Ahensiyang Pang-inpormasyon ng Pilipinas*

PHILIPPINE INFORMATION AGENCY  
COUNCIL SECRETARIAT (SAC) - 1000

**HELP US SERVE YOU BETTER!**

Greetings from the Philippine Information Agency!

As part of our efforts to continually assess our client's satisfaction and improve our services, we would like to invite you to give your feedback and answer the survey below. This survey will take about 5 minutes to complete. Your feedback will help PIA in providing a better service. Personal information and your responses will be kept strictly confidential. Your participation is voluntary, and you may, at any time, choose to stop or exit the survey.

If you have any questions about this survey, please contact our Planning and Communication Research Division (PCRD) via [pcrd@pio.gov.ph](mailto:pcrd@pio.gov.ph).

**Informed Consent:**

- ☐ By continuing, I agree to participate in this survey.  
☐ I choose not to answer this survey.

Email Address (optional) \_\_\_\_\_






<b>Client Type:</b> <input type="checkbox"/> Government <input type="checkbox"/> Business <input type="checkbox"/> Citizen  <b>Sex:</b> <input type="checkbox"/> Male <input type="checkbox"/> Female  <b>Age group:</b> <input type="checkbox"/> 18-24 <input type="checkbox"/> 25-34 <input type="checkbox"/> 35-44 <input type="checkbox"/> 45-54 <input type="checkbox"/> 55-64 <input type="checkbox"/> 65 and above	<b>Region of Residence:</b> <input type="checkbox"/> National Capital Region (NCR) <input type="checkbox"/> Cordillera Administrative Region (CAR) <input type="checkbox"/> 1 – Ilocos <input type="checkbox"/> 2 – Cagayan Valley <input type="checkbox"/> 3 – Central Luzon <input type="checkbox"/> 4A – Southern Luzon (CALABARZON) <input type="checkbox"/> 4B – Southern Luzon (MIMAROPA) <input type="checkbox"/> 5 – Bicol <input type="checkbox"/> 6 – Western Visayas <input type="checkbox"/> 7 – Central Visayas <input type="checkbox"/> 8 – Eastern Visayas <input type="checkbox"/> 9 – Zamboanga Peninsula <input type="checkbox"/> 10 – Northern Mindanao <input type="checkbox"/> 11 – Davao <input type="checkbox"/> 12 – SOCCSKSARGen <input type="checkbox"/> 13 – Caraga <input type="checkbox"/> Bangsamoro (BARMM)	<b>PIA Office Visited/Transacted With:</b>  <b>Service Availed:</b> <u>Communication Research</u> <input type="checkbox"/> Survey/Poll <input type="checkbox"/> Focus Group Discussion <input type="checkbox"/> News Monitoring <input type="checkbox"/> Issue/Content Tracking and Analysis <input type="checkbox"/> Other (please specify) _____
--	---	--

The Citizen's Charter is an official document that reflects the services of a government agency/office including its requirements, fees, and processing times among others.

CC1	Which of the following best describes your awareness of a Citizen's Charter (CC)?	<input type="checkbox"/> 1. I know what a CC is and I saw PIA's CC. <input type="checkbox"/> 2. I know what a CC is but I did not see PIA's CC. <input type="checkbox"/> 3. I learned of the CC only when I saw PIA's CC. <input type="checkbox"/> 4. I do not know what a CC is and I did not see one in PIA. <i>(Answer 'N/A' in CC2 and CC3)</i>
CC2	If aware of CC (answered codes 1-3 in CC1), would you say that the CC of PIA was...?	<input type="checkbox"/> Easy to see <input type="checkbox"/> Somewhat easy to see <input type="checkbox"/> Difficult to see <input type="checkbox"/> Not visible at all <input type="checkbox"/> Not applicable (N/A)
CC3	If aware of CC (answered codes 1-3 in CC1), how much did the CC help you in your transaction?	<input type="checkbox"/> Helped very much <input type="checkbox"/> Somewhat helped <input type="checkbox"/> Did not help <input type="checkbox"/> Not applicable (N/A)

(Photo: Page 1 of CSM survey form for PIA's Communication Research Service)

PHILIPPINE INFORMATION AGENCY  
CLIENT SATISFACTION MEASUREMENT FORM

		 Strongly Agree	 Agree	 Neither Agree nor Disagree	 Disagree	 Strongly Disagree	N/A Not Applicable
SQD0	I am satisfied with the service that I availed.						
SQD1	I spent a reasonable amount of time for my transaction. <i>(Responsiveness)</i>						
SQD2	The office followed the transaction's requirements and steps based on the information provided. <i>(Reliability)</i>						
SQD3	The steps (including payment) I needed to do for my transaction were easy and simple. <i>(Access)</i>						
SQD4	I easily found information about my transaction from the office or its website. <i>(Communication)</i>						
SQD5	I paid a reasonable amount of fees for my transaction. <i>(Cost)</i>						
SQD6	I felt the office was fair to everyone, or "walang palakasan," during my transaction. <i>(Integrity)</i>						
SQD7	I was treated courteously by the staff, and (if asked for help) the staff was helpful. <i>(Assurance)</i>						
SQD8	I got what I needed from the government office, or (if denied) denial of request was sufficiently explained to me. <i>(Outcome)</i>						

Based on your experience with PIA's service, are you going to...		
E1	Engage the service of PIA again?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Maybe
E2	Recommend PIA to another colleague or agency/organization?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Maybe
E3	How could we improve PIA's service?	<hr/> <hr/> <hr/>

Your feedback is valuable to us! Thank you for your time and have a great day!

(Photo: Page 2 of CSM survey form for PIA's Communication Research Service)





Office of the President  
**Philippine Information Agency**  
*Ahensiyang Pang-inpormasyon ng Pilipinas*

PHILIPPINE INFORMATION AGENCY  
 CLIENT SATISFACTION MEASUREMENT FORM

HELP US SERVE YOU BETTER!

Greetings from the Philippine Information Agency!

As part of our efforts to continually assess our client's satisfaction and improve our services, we would like to invite you to give your feedback and answer the survey below. This survey will take about 5 minutes to complete. Your feedback will help PIA in providing a better service. Personal information and your responses will be kept strictly confidential. Your participation is voluntary, and you may, at any time, choose to stop or exit the survey.

If you have any questions about this survey, please contact our Planning and Communication Research Division (PCRD) via [pcrd@pia.gov.ph](mailto:pcrd@pia.gov.ph).

**Informed Consent:**

- ☐ By continuing, I agree to participate in this survey.  
☐ I choose not to answer this survey.

Email Address (optional) \_\_\_\_\_






<b>Client Type:</b> <input type="checkbox"/> Government <input type="checkbox"/> Business <input type="checkbox"/> Citizen  <b>Sex:</b> <input type="checkbox"/> Male <input type="checkbox"/> Female  <b>Age group:</b> <input type="checkbox"/> 18-24 <input type="checkbox"/> 25-34 <input type="checkbox"/> 35-44 <input type="checkbox"/> 45-54 <input type="checkbox"/> 55-64 <input type="checkbox"/> 65 and above	<b>Region of Residence:</b> <input type="checkbox"/> National Capital Region (NCR) <input type="checkbox"/> Cordillera Administrative Region (CAR) <input type="checkbox"/> 1 – Ilocos <input type="checkbox"/> 2 – Cagayan Valley <input type="checkbox"/> 3 – Central Luzon <input type="checkbox"/> 4A – Southern Luzon (CALABARZON) <input type="checkbox"/> 4B – Southern Luzon (MIMAROPA) <input type="checkbox"/> 5 – Bicol <input type="checkbox"/> 6 – Western Visayas <input type="checkbox"/> 7 – Central Visayas <input type="checkbox"/> 8 – Eastern Visayas <input type="checkbox"/> 9 – Zamboanga Peninsula <input type="checkbox"/> 10 – Northern Mindanao <input type="checkbox"/> 11 – Davao <input type="checkbox"/> 12 – SOCCSKSargen <input type="checkbox"/> 13 – Caraga <input type="checkbox"/> Bangsamoro (BARMM)	<b>PIA Office Visited/Transacted With:</b>  <b>Service Availed:</b> <u>Provision of Communication Support</u> <input type="checkbox"/> Inter-agency/communication network support <input type="checkbox"/> Communication/media planning <input type="checkbox"/> Technical assistance to specific program/ project (e.g., documentation, review, admin/secretariat support, consultancy) <input type="checkbox"/> Other (please specify) _____
--	---	---

The Citizen's Charter is an official document that reflects the services of a government agency/office including its requirements, fees, and processing times among others.

CC1	Which of the following best describes your awareness of a Citizen's Charter (CC)?	<input type="checkbox"/> 1. I know what a CC is and I saw PIA's CC. <input type="checkbox"/> 2. I know what a CC is but I did not see PIA's CC. <input type="checkbox"/> 3. I learned of the CC only when I saw PIA's CC. <input type="checkbox"/> 4. I do not know what a CC is and I did not see one in PIA. (Answer 'N/A' in CC2 and CC3)
CC2	If aware of CC (answered codes 1-3 in CC1), would you say that the CC of PIA was...?	<input type="checkbox"/> Easy to see <input type="checkbox"/> Somewhat easy to see <input type="checkbox"/> Difficult to see <input type="checkbox"/> Not visible at all <input type="checkbox"/> Not applicable (N/A)
CC3	If aware of CC (answered codes 1-3 in CC1), how much did the CC help you in your transaction?	<input type="checkbox"/> Helped very much <input type="checkbox"/> Somewhat helped <input type="checkbox"/> Did not help <input type="checkbox"/> Not applicable (N/A)

(Photo: Page 1 of CSM survey form for PIA's Provision of Communication Support Service)

PHILIPPINE INFORMATION AGENCY  
CLIENT SATISFACTION REQUIREMENT FORM

							N/A Not Applicable
SQD0	I am satisfied with the service that I availed.						
SQD1	I spent a reasonable amount of time for my transaction. (Responsiveness)						
SQD2	The office followed the transaction's requirements and steps based on the information provided. (Reliability)						
SQD3	The steps (including payment) I needed to do for my transaction were easy and simple. (Access)						
SQD4	I easily found information about my transaction from the office or its website. (Communication)						
SQD5	I paid a reasonable amount of fees for my transaction. (Cost)						
SQD6	I felt the office was fair to everyone, or "walang pelekasan," during my transaction. (Integrity)						
SQD7	I was treated courteously by the staff, and (if asked for help) the staff was helpful. (Assurance)						
SQD8	I got what I needed from the government office, or (if denied) denial of request was sufficiently explained to me. (Outcome)						

	Based on your experience with PIA's service, are you going to...	
E1	Engage the service of PIA again?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Maybe
E2	Recommend PIA to another colleague or agency/organization?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Maybe
E3	How could we improve PIA's service?	<hr/> <hr/> <hr/>

Your feedback is valuable to us! Thank you for your time and have a great day!

(Photo: Page 2 of CSM survey form for PIA's Provision of Communication Support Service)



Office of the President  
**Philippine Information Agency**  
*Ahensiyang Pang-inpormasyon ng Pilipinas*

PHILIPPINE INFORMATION AGENCY  
CLIENT SATISFACTION MEASUREMENT FORM

**HELP US SERVE YOU BETTER!**

Greetings from the Philippine Information Agency!

As part of our efforts to continually assess our client's satisfaction and improve our services, we would like to invite you to give your feedback and answer the survey below. This survey will take about 5 minutes to complete. Your feedback will help PIA in providing a better service. Personal information and your responses will be kept strictly confidential. Your participation is voluntary, and you may, at any time, choose to stop or exit the survey.

If you have any questions about this survey, please contact our Planning and Communication Research Division (PCRD) via [pcrd@pia.gov.ph](mailto:pcrd@pia.gov.ph).

**Informed Consent:**

- ☐ By continuing, I agree to participate in this survey.  
☐ I choose not to answer this survey.

Email Address (optional) \_\_\_\_\_

<b>Client Type:</b> <input type="checkbox"/> Government <input type="checkbox"/> Business <input type="checkbox"/> Citizen  <b>Sex:</b> <input type="checkbox"/> Male <input type="checkbox"/> Female  <b>Age group:</b> <input type="checkbox"/> 18-24 <input type="checkbox"/> 25-34 <input type="checkbox"/> 35-44 <input type="checkbox"/> 45-54 <input type="checkbox"/> 55-64 <input type="checkbox"/> 65 and above	<b>Region of Residence:</b> <input type="checkbox"/> National Capital Region (NCR) <input type="checkbox"/> Cordillera Administrative Region (CAR) <input type="checkbox"/> 1 – Ilocos <input type="checkbox"/> 2 – Cagayan Valley <input type="checkbox"/> 3 – Central Luzon <input type="checkbox"/> 4A – Southern Luzon (CALABARZON) <input type="checkbox"/> 4B – Southern Luzon (MIMAROPA) <input type="checkbox"/> 5 – Bicol <input type="checkbox"/> 6 – Western Visayas <input type="checkbox"/> 7 – Central Visayas <input type="checkbox"/> 8 – Eastern Visayas <input type="checkbox"/> 9 – Zamboanga Peninsula <input type="checkbox"/> 10 – Northern Mindanao <input type="checkbox"/> 11 – Davao <input type="checkbox"/> 12 – SOCCSKSARGen <input type="checkbox"/> 13 – Caraga <input type="checkbox"/> Bangsamoro (BARMM)	<b>PIA Office Visited/Transacted With:</b>  <b>Service Availed:</b> <u>Advocacy and Media Relations</u> <input type="checkbox"/> Awareness-raising activity for a specific advocacy/program/project <input type="checkbox"/> Media relations (e.g., accreditation, coverage, press conferences) <input type="checkbox"/> Radio/TV/Online program <input type="checkbox"/> Radio/TV/Online guesting <input type="checkbox"/> Events management (e.g., fun run, school competition) <input type="checkbox"/> Technical assistance to specific program/ project (e.g., documentation, review, admin/secretariat support, consultancy) <input type="checkbox"/> Other (please specify) _____
--	---	--






The Citizen's Charter is an official document that reflects the services of a government agency/office including its requirements, fees, and processing times among others.

CC1	Which of the following best describes your awareness of a Citizen's Charter (CC)?	<input type="checkbox"/> 1. I know what a CC is and I saw PIA's CC. <input type="checkbox"/> 2. I know what a CC is but I did not see PIA's CC. <input type="checkbox"/> 3. I learned of the CC only when I saw PIA's CC. <input type="checkbox"/> 4. I do not know what a CC is and I did not see one in PIA. (Answer 'N/A' in CC2 and CC3)
CC2	If aware of CC (answered codes 1-3 in CC1), would you say that the CC of PIA was...?	<input type="checkbox"/> Easy to see <input type="checkbox"/> Somewhat easy to see <input type="checkbox"/> Difficult to see <input type="checkbox"/> Not visible at all <input type="checkbox"/> Not applicable (N/A)
CC3	If aware of CC (answered codes 1-3 in CC1), how much did the CC help you in your transaction?	<input type="checkbox"/> Helped very much <input type="checkbox"/> Somewhat helped <input type="checkbox"/> Did not help <input type="checkbox"/> Not applicable (N/A)

(Photo: Page 1 of CSM survey form for PIA's Advocacy and Media Relations Service)



PEOPLE INFORMATION AGENCY  
CLIENT SATISFACTION MEASUREMENT FORM

							N/A Not Applicable
SQD0	I am satisfied with the service that I availed.						
SQD1	I spent a reasonable amount of time for my transaction. (Responsiveness)						
SQD2	The office followed the transaction's requirements and steps based on the information provided. (Reliability)						
SQD3	The steps (including payment) I needed to do for my transaction were easy and simple. (Access)						
SQD4	I easily found information about my transaction from the office or its website. (Communication)						
SQD5	I paid a reasonable amount of fees for my transaction. (Cost)						
SQD6	I felt the office was fair to everyone, or "welang palakasan," during my transaction. (Integrity)						
SQD7	I was treated courteously by the staff, and (if asked for help) the staff was helpful. (Assurance)						
SQD8	I got what I needed from the government office, or (if denied) denial of request was sufficiently explained to me. (Outcome)						

	Based on your experience with PIA's service, are you going to...	
E1	Engage the service of PIA again?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Maybe
E2	Recommend PIA to another colleague or agency/organization?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Maybe
E3	How could we improve PIA's service?	<hr/> <hr/> <hr/>

Your feedback is valuable to us! Thank you for your time and have a great day!

(Photo: Page 2 of CSM survey form for PIA's Advocacy and Media Relations Service)



Office of the President  
**Philippine Information Agency**  
*Ahensiyang Pang-inpormasyon ng Pilipinas*

PHILIPPINE INFORMATION AGENCY  
CLIENT SATISFACTION MEASUREMENT FORM

HELP US SERVE YOU BETTER!

Greetings from the Philippine Information Agency!

As part of our efforts to continually assess our client's satisfaction and improve our services, we would like to invite you to give your feedback and answer the survey below. This survey will take about 5 minutes to complete. Your feedback will help PIA in providing a better service. Personal information and your responses will be kept strictly confidential. Your participation is voluntary, and you may, at any time, choose to stop or exit the survey.

If you have any questions about this survey, please contact our Planning and Communication Research Division (PCRD) via [pcrd@pia.gov.ph](mailto:pcrd@pia.gov.ph).

**Informed Consent:**

- ☐ By continuing, I agree to participate in this survey.  
☐ I choose not to answer this survey.






Email Address (optional) \_\_\_\_\_

<b>Client Type:</b> <input type="checkbox"/> Government <input type="checkbox"/> Business <input type="checkbox"/> Citizen  <b>Sex:</b> <input type="checkbox"/> Male <input type="checkbox"/> Female  <b>Age group:</b> <input type="checkbox"/> 18-24 <input type="checkbox"/> 25-34 <input type="checkbox"/> 35-44 <input type="checkbox"/> 45-54 <input type="checkbox"/> 55-64 <input type="checkbox"/> 65 and above	<b>Region of Residence:</b> <input type="checkbox"/> National Capital Region (NCR) <input type="checkbox"/> Cordillera Administrative Region (CAR) <input type="checkbox"/> 1 – Ilocos <input type="checkbox"/> 2 – Cagayan Valley <input type="checkbox"/> 3 – Central Luzon <input type="checkbox"/> 4A – Southern Luzon (CALABARZON) <input type="checkbox"/> 4B – Southern Luzon (MIMAROPA) <input type="checkbox"/> 5 – Bicol <input type="checkbox"/> 6 – Western Visayas <input type="checkbox"/> 7 – Central Visayas <input type="checkbox"/> 8 – Eastern Visayas <input type="checkbox"/> 9 – Zamboanga Peninsula <input type="checkbox"/> 10 – Northern Mindanao <input type="checkbox"/> 11 – Davao <input type="checkbox"/> 12 – SOCCSKSARGen <input type="checkbox"/> 13 – Caraga <input type="checkbox"/> Bangsamoro (BARMM)	<b>PIA Office Visited/Transacted With:</b>  <b>Service Availed:</b> <u>Production/Dissemination of IEC Materials</u> <input type="checkbox"/> Distribution of Press/News/Feature Releases (print) <input type="checkbox"/> Distribution Press/News/Feature Releases (online) <input type="checkbox"/> Social media post/promotion (e.g., video, photo, infographic) <input type="checkbox"/> Puppet play <input type="checkbox"/> Infomercial <input type="checkbox"/> Radio/TV plug <input type="checkbox"/> E-magazine feature <input type="checkbox"/> Print materials (e.g., comics, brochure, tarpaulin, poster) <input type="checkbox"/> Script/copy development <input type="checkbox"/> SMS/Text blast <input type="checkbox"/> Information caravan/information kiosk <input type="checkbox"/> Web system design and development <input type="checkbox"/> Other (please specify) _____
--	---	--

The Citizen's Charter is an official document that reflects the services of a government agency/office including its requirements, fees, and processing times among others.

CC1	Which of the following best describes your awareness of a Citizen's Charter (CC)?	<input type="checkbox"/> 1. I know what a CC is and I saw PIA's CC. <input type="checkbox"/> 2. I know what a CC is but I did not see PIA's CC. <input type="checkbox"/> 3. I learned of the CC only when I saw PIA's CC. <input type="checkbox"/> 4. I do not know what a CC is and I did not see one in PIA. (Answer 'NA' in CC2 and CC3)
CC2	If aware of CC (answered codes 1-3 in CC1), would you say that the CC of PIA was...?	<input type="checkbox"/> Easy to see <input type="checkbox"/> Somewhat easy to see <input type="checkbox"/> Difficult to see <input type="checkbox"/> Not visible at all <input type="checkbox"/> Not applicable (N/A)
CC3	If aware of CC (answered codes 1-3 in CC1), how much did the CC help you in your transaction?	<input type="checkbox"/> Helped very much <input type="checkbox"/> Somewhat helped <input type="checkbox"/> Did not help <input type="checkbox"/> Not applicable (N/A)

(Photo: Page 1 of CSM survey form for PIA's Production/ Dissemination of IEC Materials Service)

							N/A Not Applicable
SQD0	I am satisfied with the service that I availed.						
SQD1	I spent a reasonable amount of time for my transaction. <i>(Responsiveness)</i>						
SQD2	The office followed the transaction's requirements and steps based on the information provided. <i>(Reliability)</i>						
SQD3	The steps (including payment) I needed to do for my transaction were easy and simple. <i>(Access)</i>						
SQD4	I easily found information about my transaction from the office or its website. <i>(Communication)</i>						
SQD5	I paid a reasonable amount of fees for my transaction. <i>(Cost)</i>						
SQD6	I felt the office was fair to everyone, or "walang palakasan," during my transaction. <i>(Integrity)</i>						
SQD7	I was treated courteously by the staff, and (if asked for help) the staff was helpful. <i>(Assurance)</i>						
SQD8	I got what I needed from the government office, or (if denied) denial of request was sufficiently explained to me. <i>(Outcome)</i>						

Based on your experience with PIA's service, are you going to...		
E1	Engage the service of PIA again?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Maybe
E2	Recommend PIA to another colleague or agency/organization?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Maybe
E3	How could we improve PIA's service?	<hr/> <hr/> <hr/>

Your feedback is valuable to us! Thank you for your time and have a great day!

(Photo: Page 2 of CSM survey form for PIA's Production/ Dissemination of IEC Materials Service)





Office of the President  
**Philippine Information Agency**  
*Ahensiyang Pang-inpormasyon ng Pilipinas*

PHILIPPINE INFORMATION AGENCY  
 CLIENT SATISFACTION MEASUREMENT FORM

**HELP US SERVE YOU BETTER!**

Greetings from the Philippine Information Agency!

As part of our efforts to continually assess our client's satisfaction and improve our services, we would like to invite you to give your feedback and answer the survey below. This survey will take about 5 minutes to complete. Your feedback will help PIA in providing a better service. Personal information and your responses will be kept strictly confidential. Your participation is voluntary, and you may, at any time, choose to stop or exit the survey.

If you have any questions about this survey, please contact our Planning and Communication Research Division (PCRD) via [pcrd@pia.gov.ph](mailto:pcrd@pia.gov.ph).

**Informed Consent:**

- ☐ By continuing, I agree to participate in this survey.  
☐ I choose not to answer this survey.

Email Address (optional) \_\_\_\_\_






<b>Client Type:</b> <input type="checkbox"/> Government <input type="checkbox"/> Business <input type="checkbox"/> Citizen  <b>Sex:</b> <input type="checkbox"/> Male <input type="checkbox"/> Female  <b>Age group:</b> <input type="checkbox"/> 18-24 <input type="checkbox"/> 25-34 <input type="checkbox"/> 35-44 <input type="checkbox"/> 45-54 <input type="checkbox"/> 55-64 <input type="checkbox"/> 65 and above	<b>Region of Residence:</b> <input type="checkbox"/> National Capital Region (NCR) <input type="checkbox"/> Cordillera Administrative Region (CAR) <input type="checkbox"/> 1 – Ilocos <input type="checkbox"/> 2 – Cagayan Valley <input type="checkbox"/> 3 – Central Luzon <input type="checkbox"/> 4A – Southern Luzon (CALABARZON) <input type="checkbox"/> 4B – Southern Luzon (MIMAROPA) <input type="checkbox"/> 5 – Bicol <input type="checkbox"/> 6 – Western Visayas <input type="checkbox"/> 7 – Central Visayas <input type="checkbox"/> 8 – Eastern Visayas <input type="checkbox"/> 9 – Zamboanga Peninsula <input type="checkbox"/> 10 – Northern Mindanao <input type="checkbox"/> 11 – Davao <input type="checkbox"/> 12 – SOCCSKSARGen <input type="checkbox"/> 13 – Caraga <input type="checkbox"/> Bangsamoro (BARMM)	<b>PIA Office Visited/Transacted With:</b>  <hr/> <b>Service Availed:</b> <u>Provision of Training Assistance</u> <input type="checkbox"/> Development of training proposal <input type="checkbox"/> Management of training/seminar/workshop <input type="checkbox"/> Provision of resource person <input type="checkbox"/> Other (please specify) _____
--	---	---

The Citizen's Charter is an official document that reflects the services of a government agency/office including its requirements, fees, and processing times among others.

CC1	Which of the following best describes your awareness of a Citizen's Charter (CC)?	<input type="checkbox"/> 1. I know what a CC is and I saw PIA's CC. <input type="checkbox"/> 2. I know what a CC is but I did not see PIA's CC. <input type="checkbox"/> 3. I learned of the CC only when I saw PIA's CC. <input type="checkbox"/> 4. I do not know what a CC is and I did not see one in PIA. (Answer 'N/A' in CC2 and CC3)
CC2	If aware of CC (answered codes 1-3 in CC1), would you say that the CC of PIA was...?	<input type="checkbox"/> Easy to see <input type="checkbox"/> Somewhat easy to see <input type="checkbox"/> Difficult to see <input type="checkbox"/> Not visible at all <input type="checkbox"/> Not applicable (N/A)
CC3	If aware of CC (answered codes 1-3 in CC1), how much did the CC help you in your transaction?	<input type="checkbox"/> Helped very much <input type="checkbox"/> Somewhat helped <input type="checkbox"/> Did not help <input type="checkbox"/> Not applicable (N/A)

(Photo: Page 1 of CSM survey form for PIA's Provision of Training Assistance Service)

PHILIPPINE INFORMATION AGENCY  
CLIENT SATISFACTION MEASUREMENT FORM

		 Strongly Agree	 Agree	 Neither Agree nor Disagree	 Disagree	 Strongly Disagree	N/A Not Applicable
SQD0	I am satisfied with the service that I availed.						
SQD1	I spent a reasonable amount of time for my transaction. (Responsiveness)						
SQD2	The office followed the transaction's requirements and steps based on the information provided. (Reliability)						
SQD3	The steps (including payment) I needed to do for my transaction were easy and simple. (Access)						
SQD4	I easily found information about my transaction from the office or its website. (Communication)						
SQD5	I paid a reasonable amount of fees for my transaction. (Cost)						
SQD6	I felt the office was fair to everyone, or "walang palakasan," during my transaction. (Integrity)						
SQD7	I was treated courteously by the staff, and (if asked for help) the staff was helpful. (Assurance)						
SQD8	I got what I needed from the government office, or (if denied) denial of request was sufficiently explained to me. (Outcome)						

	Based on your experience with PIA's service, are you going to...	
E1	Engage the service of PIA again?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Maybe
E2	Recommend PIA to another colleague or agency/organization?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Maybe
E3	How could we improve PIA's service?	<hr/> <hr/> <hr/>

Your feedback is valuable to us! Thank you for your time and have a great day!

(Photo: Page 2 of CSM survey form for PIA's Provision of Training Assistance Service)



Office of the President  
**Philippine Information Agency**  
*Ahensiyang Pang-informasyon ng Pilipinas*

PHILIPPINE INFORMATION AGENCY  
 CLIENT SATISFACTION MEASUREMENT FORM

**HELP US SERVE YOU BETTER!**

Greetings from the Philippine Information Agency!

As part of our efforts to continually assess our client's satisfaction and improve our services, we would like to invite you to give your feedback and answer the survey below. This survey will take about 5 minutes to complete. Your feedback will help PIA in providing a better service. Personal information and your responses will be kept strictly confidential. Your participation is voluntary, and you may, at any time, choose to stop or exit the survey.

If you have any questions about this survey, please contact our Planning and Communication Research Division (PCRD) via [pcrd@pia.gov.ph](mailto:pcrd@pia.gov.ph).

**Informed Consent:**

- ☐ By continuing, I agree to participate in this survey.  
☐ I choose not to answer this survey.

Email Address (optional) \_\_\_\_\_






<b>Client Type:</b> <input type="checkbox"/> Government <input type="checkbox"/> Business <input type="checkbox"/> Citizen  <b>Sex:</b> <input type="checkbox"/> Male <input type="checkbox"/> Female  <b>Age group:</b> <input type="checkbox"/> 18-24 <input type="checkbox"/> 25-34 <input type="checkbox"/> 35-44 <input type="checkbox"/> 45-54 <input type="checkbox"/> 55-64 <input type="checkbox"/> 65 and above	<b>Region of Residence:</b> <input type="checkbox"/> National Capital Region (NCR) <input type="checkbox"/> Cordillera Administrative Region (CAR) <input type="checkbox"/> 1 – Ilocos <input type="checkbox"/> 2 – Cagayan Valley <input type="checkbox"/> 3 – Central Luzon <input type="checkbox"/> 4A – Southern Luzon (CALABARZON) <input type="checkbox"/> 4B – Southern Luzon (MIMAROPA) <input type="checkbox"/> 5 – Bicol <input type="checkbox"/> 6 – Western Visayas <input type="checkbox"/> 7 – Central Visayas <input type="checkbox"/> 8 – Eastern Visayas <input type="checkbox"/> 9 – Zamboanga Peninsula <input type="checkbox"/> 10 – Northern Mindanao <input type="checkbox"/> 11 – Davao <input type="checkbox"/> 12 – SOCCSKSARGen <input type="checkbox"/> 13 – Caraga <input type="checkbox"/> Bangsamoro (BARMM)	<b>PIA Office Visited/Transacted With:</b>  <b>Service Availed:</b> <u>Recruitment, Selection, and Placements</u> <input type="checkbox"/> Response to applicant inquiries <input type="checkbox"/> Updating on the final result, whether selection or rejection <input type="checkbox"/> Other (please specify) _____
--	---	--

The Citizen's Charter is an official document that reflects the services of a government agency/office including its requirements, fees, and processing times among others.

CC1	Which of the following best describes your awareness of a Citizen's Charter (CC)?	<input type="checkbox"/> 1. I know what a CC is and I saw PIA's CC. <input type="checkbox"/> 2. I know what a CC is but I did not see PIA's CC. <input type="checkbox"/> 3. I learned of the CC only when I saw PIA's CC. <input type="checkbox"/> 4. I do not know what a CC is and I did not see one in PIA. (Answer 'N/A' in CC2 and CC3)
CC2	If aware of CC (answered codes 1-3 in CC1), would you say that the CC of PIA was...?	<input type="checkbox"/> Easy to see <input type="checkbox"/> Somewhat easy to see <input type="checkbox"/> Difficult to see <input type="checkbox"/> Not visible at all <input type="checkbox"/> Not applicable (N/A)
CC3	If aware of CC (answered codes 1-3 in CC1), how much did the CC help you in your transaction?	<input type="checkbox"/> Helped very much <input type="checkbox"/> Somewhat helped <input type="checkbox"/> Did not help <input type="checkbox"/> Not applicable (N/A)

(Photo: Page 1 of CSM survey form for PIA's Recruitment, Selection, and Placement Service)



		 Strongly Agree	 Agree	 Neither Agree nor Disagree	 Disagree	 Strongly Disagree	N/A Not Applicable
SQD0	I am satisfied with the service that I availed.						
SQD1	I spent a reasonable amount of time for my transaction. (Responsiveness)						
SQD2	The office followed the transaction's requirements and steps based on the information provided. (Reliability)						
SQD3	The steps (including payment) I needed to do for my transaction were easy and simple. (Access)						
SQD4	I easily found information about my transaction from the office or its website. (Communication)						
SQD5	I paid a reasonable amount of fees for my transaction. (Cost)						
SQD6	I felt the office was fair to everyone, or "walang patakasan," during my transaction. (Integrity)						
SQD7	I was treated courteously by the staff, and (if asked for help) the staff was helpful. (Assurance)						
SQD8	I got what I needed from the government office, or (if denied) denial of request was sufficiently explained to me. (Outcome)						

	Based on your experience with PIA's service, are you going to...	
E1	Engage the service of PIA again?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Maybe
E2	Recommend PIA to another colleague or agency/organization?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Maybe
E3	How could we improve PIA's service?	<hr/> <hr/> <hr/>

Your feedback is valuable to us! Thank you for your time and have a great day!

## ANNEX B. List of Offices

Offices	Responses
PIA Main/Central Office (Quezon City)	83
PIA-National Capital Region (NCR)	1
PIA- Cordillera Administrative Region (CAR)	28
PIA Region 1	36
PIA Region 2	30
PIA Region 3	7
PIA Region 4A	31
PIA Region 4B	0
PIA Region 5	52
PIA Region 6	5
PIA Region 7	26
PIA Region 8	13
PIA Region 9	26
PIA Region 10	16
PIA Region 11	16
PIA Region 12	9
PIA Region 13	27
N = 406	

## ANNEX C. CSM Results Per Office



### 1. PIA Main/Central Office

Citizen's Charter Answers		Total Responses	%
Which of the following best describes your awareness of a Citizen's Charter (CC)?	I know what a CC is and I saw PIA's CC.	54	65.1%
	I know what a CC is but I did not see PIA's CC.	15	18.1%
	I learned of the CC only when I saw PIA's CC.	7	8.4%
	I do not know what a CC is and I did not see one in PIA.	7	8.4%
If aware of CC (answered codes 1-3 in CC1), would you say that the CC of PIA was...?	Not visible at all	0	0.0%
	Difficult to see	1	1.2%
	Somewhat easy to see	16	19.3%
	Easy to see	50	60.2%
	Not applicable	16	19.3%
If aware of CC (answered codes 1-3 in CC1), how much did the CC help you in your transaction?	Did not help at all	1	1.2%
	Somewhat helped	8	9.6%
	Helped a lot	56	67.5%
	Not applicable	18	21.7%

Service Quality Dimensions	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	N/A	Total responses	Overall
Responsiveness	52	29	0	2	0	0	83	97.59%
Reliability	55	25	1	0	0	2	81	98.77%
Access	44	21	2	0	0	16	67	97.01%
Communication	51	20	3	0	1	8	75	94.67%
Cost	20	13	3	1	1	45	38	86.84%
Integrity	54	18	1	0	0	10	73	98.63%
Assurance	64	17	0	0	0	2	81	100.00%
Outcome	59	21	0	0	0	3	80	100.00%
Overall	63	19	1	0	0	0	83	98.80%

External Services	Total Responses
Production/Dissemination of IEC Materials	48
Provision of Training Assistance	0
Recruitment, Selection, and Placement	9
Provision of Communication Support	6
Communication Research	1
Advocacy and Media Relations	19

### 2. PIA-National Capital Region

Citizen's Charter Answers		Total Responses	%
Which of the following best describes your awareness of a Citizen's Charter (CC)?	I know what a CC is and I saw PIA's CC.	0	0.0%
	I know what a CC is but I did not see PIA's CC.	0	0.0%
	I learned of the CC only when I saw PIA's CC.	1	100.0%
	I do not know what a CC is and I did not see one in PIA.	0	0.0%



If aware of CC (answered codes 1-3 in CC1), would you say that the CC of PIA was...?	Not visible at all	0	0.0%
	Difficult to see	0	0.0%
	Somewhat easy to see	1	100.0%
	Easy to see	0	0.0%
	Not applicable	0	0.0%
If aware of CC (answered codes 1-3 in CC1), how much did the CC help you in your transaction?	Did not help at all	0	0.0%
	Somewhat helped	0	0.0%
	Helped a lot	1	100.0%
	Not applicable	0	0.0%

Service Quality Dimensions	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	N/A	Total Responses	Overall
Responsiveness	0	1	0	0	0	0	1	100.00%
Reliability	0	1	0	0	0	0	1	100.00%
Access	0	1	0	0	0	0	1	100.00%
Communication	0	1	0	0	0	0	1	100.00%
Cost	0	1	0	0	0	0	1	100.00%
Integrity	0	1	0	0	0	0	1	100.00%
Assurance	0	1	0	0	0	0	1	100.00%
Outcome	0	1	0	0	0	0	1	100.00%
Overall	0	1	0	0	0	0	1	100.00%

External Services	Total Responses
Production/Dissemination of IEC Materials	0
Provision of Training Assistance	1
Recruitment, Selection, and Placement	0
Provision of Communication Support	0
Communication Research	0
Advocacy and Media Relations	0

### 3. PIA-Cordillera Administrative Region

Citizen's Charter Answers		Total Responses	%
Which of the following best describes your awareness of a Citizen's Charter (CC)?	I know what a CC is and I saw PIA's CC.	14	50.0%
	I know what a CC is but I did not see PIA's CC.	8	28.6%
	I learned of the CC only when I saw PIA's CC.	0	0.0%
	I do not know what a CC is and I did not see one in PIA.	6	21.4%
If aware of CC (answered codes 1-3 in CC1), would you say that the CC of PIA was...?	Not visible at all	1	3.6%
	Difficult to see	0	0.0%
	Somewhat easy to see	3	10.7%
	Easy to see	12	42.9%
	Not applicable	12	42.9%
If aware of CC (answered codes 1-3 in CC1), how much did the CC help you in your transaction?	Did not help at all	0	0.0%
	Somewhat helped	2	7.1%
	Helped a lot	13	46.4%
	Not applicable	13	46.4%

Service Quality Dimensions	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	N/A	Total responses	Overall
Responsiveness	14	9	0	0	0	5	23	100.00%
Reliability	19	4	0	0	0	5	23	100.00%
Access	7	8	0	0	0	13	15	100.00%
Communication	15	6	0	0	0	7	21	100.00%
Cost	0	0	1	0	0	27	1	0.00%
Integrity	24	4	0	0	0	0	28	100.00%
Assurance	24	4	0	0	0	0	28	100.00%
Outcome	24	3	0	0	0	1	27	100.00%
Overall	20	8	0	0	0	0	28	100.00%

External Services	Responses
Production/Dissemination of IEC Materials	4
Provision of Training Assistance	5
Recruitment, Selection, and Placement	0
Provision of Communication Support	4
Communication Research	3
Advocacy and Media Relations	12

#### 4. PIA-Region 1

Citizen's Charter Answers		Total Responses	%
Which of the following best describes your awareness of a Citizen's Charter (CC)?	I know what a CC is and I saw PIA's CC.	25	69.4%
	I know what a CC is but I did not see PIA's CC.	7	19.4%
	I learned of the CC only when I saw PIA's CC.	1	2.8%
	I do not know what a CC is and I did not see one in PIA.	3	8.3%
If aware of CC (answered codes 1-3 in CC1), would you say that the CC of PIA was...?	Not visible at all	0	0.0%
	Difficult to see	0	0.0%
	Somewhat easy to see	6	16.7%
	Easy to see	21	58.3%
	Not applicable	9	25.0%
If aware of CC (answered codes 1-3 in CC1), how much did the CC help you in your transaction?	Did not help at all	0	0.0%
	Somewhat helped	3	8.3%
	Helped a lot	23	63.9%
	Not applicable	10	27.8%

Service Quality Dimensions	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	N/A	Total Responses	Overall
Responsiveness	24	8	0	0	1	3	33	96.97%
Reliability	26	10	0	0	0	0	36	100.00%
Access	20	6	0	0	0	10	26	100.00%
Communication	24	9	0	0	0	3	33	100.00%
Cost	7	4	1	0	1	23	13	84.62%
Integrity	27	7	1	0	0	1	35	97.14%
Assurance	31	5	0	0	0	0	36	100.00%
Outcome	28	7	0	0	0	1	35	100.00%
Overall	28	8	0	0	0	0	36	100.00%



External Services	Total Responses
Production/Dissemination of IEC Materials	6
Provision of Training Assistance	4
Recruitment, Selection, and Placement	1
Provision of Communication Support	4
Communication Research	0
Advocacy and Media Relations	21

## 5. PIA-Region 2

Citizen's Charter Answers		Total Responses	%
Which of the following best describes your awareness of a Citizen's Charter (CC)?	I know what a CC is and I saw PIA's CC.	24	80.0%
	I know what a CC is but I did not see PIA's CC.	3	10.0%
	I learned of the CC only when I saw PIA's CC.	2	6.7%
	I do not know what a CC is and I did not see one in PIA.	1	3.3%
If aware of CC (answered codes 1-3 in CC1), would you say that the CC of PIA was...?	Not visible at all	0	0.0%
	Difficult to see	1	3.3%
	Somewhat easy to see	5	16.7%
	Easy to see	23	76.7%
	Not applicable	1	3.3%
If aware of CC (answered codes 1-3 in CC1), how much did the CC help you in your transaction?	Did not help at all	0	0.0%
	Somewhat helped	5	16.7%
	Helped a lot	24	80.0%
	Not applicable	1	3.3%

Service Quality Dimensions	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	N/A	Total Responses	Overall
Responsiveness	19	10	0	0	1	0	30	96.67%
Reliability	21	8	0	0	0	1	29	100.00%
Access	15	7	2	0	0	6	24	91.67%
Communication	16	12	0	0	0	2	28	100.00%
Cost	6	4	0	1	0	19	11	90.91%
Integrity	20	8	1	0	0	1	29	96.55%
Assurance	24	6	0	0	0	0	30	100.00%
Outcome	22	7	0	0	0	1	29	100.00%
Overall	23	7	0	0	0	0	30	100.00%

External Services	Total Responses
Production/Dissemination of IEC Materials	6
Provision of Training Assistance	2
Recruitment, Selection, and Placement	0
Provision of Communication Support	2
Communication Research	1
Advocacy and Media Relations	19



## 6. PIA-Region 3

Citizens' Charter Answers		Total Responses	%
Which of the following best describes your awareness of a Citizen's Charter (CC)?	I know what a CC is and I saw PIA's CC.	6	85.7%
	I know what a CC is but I did not see PIA's CC.	0	0.0%
	I learned of the CC only when I saw PIA's CC.	1	14.3%
	I do not know what a CC is and I did not see one in PIA.	0	0.0%
If aware of CC (answered codes 1-3 in CC1), would you say that the CC of PIA was...?	Not visible at all	0	0.0%
	Difficult to see	0	0.0%
	Somewhat easy to see	0	0.0%
	Easy to see	7	100.0%
	Not applicable	0	0.0%
If aware of CC (answered codes 1-3 in CC1), how much did the CC help you in your transaction?	Did not help at all	0	0.0%
	Somewhat helped	0	0.0%
	Helped a lot	7	100.0%
	Not applicable	0	0.0%

Service Quality Dimensions	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	N/A	Total Responses	Overall
Responsiveness	3	4	0	0	0	0	7	100.00%
Reliability	4	3	0	0	0	0	7	100.00%
Access	1	3	1	0	0	2	5	80.00%
Communication	3	4	0	0	0	0	7	100.00%
Cost	1	1	1	0	0	4	3	66.67%
Integrity	3	4	0	0	0	0	7	100.00%
Assurance	5	2	0	0	0	0	7	100.00%
Outcome	4	2	1	0	0	0	7	85.71%
Overall	6	1	0	0	0	0	7	100.00%

External Services	Total Responses
Production/Dissemination of IEC Materials	0
Provision of Training Assistance	1
Recruitment, Selection, and Placement	0
Provision of Communication Support	0
Communication Research	0
Advocacy and Media Relations	6

## 7. PIA-Region 4A

Citizen's Charter Answers		Total Responses	%
Which of the following best describes your awareness of a Citizen's Charter (CC)?	I know what a CC is and I saw PIA's CC.	23	74.2%
	I know what a CC is but I did not see PIA's CC.	5	16.1%
	I learned of the CC only when I saw PIA's CC.	1	3.2%
	I do not know what a CC is and I did not see one in PIA.	2	6.5%
If aware of CC (answered codes 1-3 in CC1), would you say that the CC of PIA was...?	Not visible at all	0	0.0%
	Difficult to see	0	0.0%

If aware of CC (answered codes 1-3 in CC1), how much did the CC help you in your transaction?	Somewhat easy to see	8	25.8%
	Easy to see	19	61.3%
	Not applicable	4	12.9%
	Did not help at all	1	3.2%
	Somewhat helped	5	16.1%
	Helped a lot	23	74.2%
	Not applicable	2	6.5%

Service Quality Dimensions	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	N/A	Total Responses	Overall
Responsiveness	18	12	1	0	0	0	31	96.77%
Reliability	20	10	1	0	0	0	31	96.77%
Access	14	13	3	0	0	1	30	90.00%
Communication	15	15	0	0	0	1	30	100.00%
Cost	7	9	3	0	1	11	20	80.00%
Integrity	19	8	2	0	0	2	29	93.10%
Assurance	19	11	1	0	0	0	31	96.77%
Outcome	17	12	1	0	0	1	30	96.67%
Overall	20	10	1	0	0	0	31	96.77%

External Services	Total Responses
Production/Dissemination of IEC Materials	5
Provision of Training Assistance	0
Recruitment, Selection, and Placement	1
Provision of Communication Support	2
Communication Research	1
Advocacy and Media Relations	22

## 8. PIA-Region 4B

– No data available –

## 9. PIA-Region 5

Citizen's Charter Answers		Total Responses	%
Which of the following best describes your awareness of a Citizen's Charter (CC)?	I know what a CC is and I saw PIA's CC.	35	67.3%
	I know what a CC is but I did not see PIA's CC.	6	11.5%
	I learned of the CC only when I saw PIA's CC.	4	7.7%
	I do not know what a CC is and I did not see one in PIA.	7	13.5%
If aware of CC (answered codes 1-3 in CC1), would you say that the CC of PIA was...?	Not visible at all	2	3.8%
	Difficult to see	2	3.8%
	Somewhat easy to see	9	17.3%
	Easy to see	33	63.5%
	Not applicable	6	11.5%
If aware of CC (answered codes 1-3 in CC1), how much did the CC help you in your transaction?	Did not help at all	1	1.9%
	Somewhat helped	6	11.5%
	Helped a lot	39	75.0%
	Not applicable	6	11.5%



Service Quality Dimensions	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	N/A	Total Responses	Overall
Responsiveness	39	11	1	1	0	0	52	96.15%
Reliability	40	11	1	0	0	0	52	98.08%
Access	32	9	1	0	0	10	42	97.62%
Communication	37	11	1	0	0	3	49	97.96%
Cost	11	7	1	2	0	31	21	85.71%
Integrity	44	8	0	0	0	0	52	100.00%
Assurance	44	8	0	0	0	0	52	100.00%
Outcome	39	12	0	0	0	1	51	100.00%
Overall	41	11	0	0	0	0	52	100.00%

External Services	Total Responses
Production/Dissemination of IEC Materials	10
Provision of Training Assistance	6
Recruitment, Selection, and Placement	0
Provision of Communication Support	11
Communication Research	1
Advocacy and Media Relations	24

## 10. PIA-Region 6

Citizen's Charter Answers		Total Responses	%
Which of the following best describes your awareness of a Citizen's Charter (CC)?	I know what a CC is and I saw PIA's CC.	4	80.0%
	I know what a CC is but I did not see PIA's CC.	1	20.0%
	I learned of the CC only when I saw PIA's CC.	0	0.0%
	I do not know what a CC is and I did not see one in PIA.	0	0.0%
If aware of CC (answered codes 1-3 in CC1), would you say that the CC of PIA was...?	Not visible at all	0	0.0%
	Difficult to see	0	0.0%
	Somewhat easy to see	0	0.0%
	Easy to see	4	80.0%
	Not applicable	1	20.0%
If aware of CC (answered codes 1-3 in CC1), how much did the CC help you in your transaction?	Did not help at all	0	0.0%
	Somewhat helped	0	0.0%
	Helped a lot	4	80.0%
	Not applicable	1	20.0%

Service Quality Dimensions	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	N/A	Total Responses	Overall
Responsiveness	4	1	0	0	0	0	5	100.00%
Reliability	4	1	0	0	0	0	5	100.00%
Access	4	0	0	0	0	1	4	100.00%
Communication	4	0	0	0	0	1	4	100.00%
Cost	2	0	0	0	0	3	2	100.00%
Integrity	4	1	0	0	0	0	5	100.00%
Assurance	5	0	0	0	0	0	5	100.00%



Outcome	4	1	0	0	0	0	5	100.00%
Overall	5	0	0	0	0	0	5	100.00%

External Services	Total Responses
Production/Dissemination of IEC Materials	1
Provision of Training Assistance	0
Recruitment, Selection, and Placement	0
Provision of Communication Support	0
Communication Research	0
Advocacy and Media Relations	4

## 11. PIA-Region 7

Citizen's Charter Answers		Total Responses	%
Which of the following best describes your awareness of a Citizen's Charter (CC)?	I know what a CC is and I saw PIA's CC.	21	80.8%
	I know what a CC is but I did not see PIA's CC.	5	19.2%
	I learned of the CC only when I saw PIA's CC.	0	0.0%
	I do not know what a CC is and I did not see one in PIA.	0	0.0%
If aware of CC (answered codes 1-3 in CC1), would you say that the CC of PIA was...?	Not visible at all	0	0.0%
	Difficult to see	0	0.0%
	Somewhat easy to see	3	11.5%
	Easy to see	19	73.1%
	Not applicable	4	15.4%
If aware of CC (answered codes 1-3 in CC1), how much did the CC help you in your transaction?	Did not help at all	0	0.0%
	Somewhat helped	5	19.2%
	Helped a lot	17	65.4%
	Not applicable	4	15.4%

Service Quality Dimensions	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	N/A	Total Responses	Overall
Responsiveness	17	8	0	0	0	1	25	100.00%
Reliability	19	5	0	0	0	2	24	100.00%
Access	9	5	2	0	0	10	16	87.50%
Communication	18	5	1	0	0	2	24	95.83%
Cost	8	3	1	1	0	13	13	84.62%
Integrity	21	4	1	0	0	0	26	96.15%
Assurance	21	4	1	0	0	0	26	96.15%
Outcome	21	4	1	0	0	0	26	96.15%
Overall	23	3	0	0	0	0	26	100.00%

External Services	Total Responses
Production/Dissemination of IEC Materials	2
Provision of Training Assistance	2
Recruitment, Selection, and Placement	0
Provision of Communication Support	4
Communication Research	2
Advocacy and Media Relations	16

## 12. PIA-Region 8

Citizen's Charter Answers		Total Responses	%
Which of the following best describes your awareness of a Citizen's Charter (CC)?	I know what a CC is and I saw PIA's CC.	12	92.3%
	I know what a CC is but I did not see PIA's CC.	0	0.0%
	I learned of the CC only when I saw PIA's CC.	0	0.0%
	I do not know what a CC is and I did not see one in PIA.	1	7.7%
If aware of CC (answered codes 1-3 in CC1), would you say that the CC of PIA was...?	Not visible at all	0	0.0%
	Difficult to see	0	0.0%
	Somewhat easy to see	1	7.7%
	Easy to see	11	84.6%
	Not applicable	1	7.7%
If aware of CC (answered codes 1-3 in CC1), how much did the CC help you in your transaction?	Did not help at all	0	0.0%
	Somewhat helped	2	15.4%
	Helped a lot	9	69.2%
	Not applicable	2	15.4%

Service Quality Dimensions	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	N/A	Total Responses	Overall
Responsiveness	10	3	0	0	0	0	13	100.00%
Reliability	11	1	0	0	0	1	12	100.00%
Access	9	1	0	0	0	3	10	100.00%
Communication	10	1	0	0	0	2	11	100.00%
Cost	2	1	0	1	0	9	4	75.00%
Integrity	12	1	0	0	0	0	13	100.00%
Assurance	12	1	0	0	0	0	13	100.00%
Outcome	12	1	0	0	0	0	13	100.00%
Overall	12	1	0	0	0	0	13	100.00%

External Services	Total Responses
Production/Dissemination of IEC Materials	3
Provision of Training Assistance	0
Recruitment, Selection, and Placement	0
Provision of Communication Support	2
Communication Research	0
Advocacy and Media Relations	8

## 13. PIA-Region 9

Citizen's Charter Answers		Total Responses	%
Which of the following best describes your awareness of a Citizen's Charter (CC)?	I know what a CC is and I saw PIA's CC.	15	57.7%
	I know what a CC is but I did not see PIA's CC.	9	34.6%
	I learned of the CC only when I saw PIA's CC.	2	7.7%
	I do not know what a CC is and I did not see one in PIA.	0	0.0%
If aware of CC (answered codes 1-3 in CC1), would you say that the CC of PIA was...?	Not visible at all	0	0.0%
	Difficult to see	1	3.8%
	Somewhat easy to see	6	23.1%



If aware of CC (answered codes 1-3 in CC1), how much did the CC help you in your transaction?	Easy to see	14	53.8%
	Not applicable	5	19.2%
	Did not help at all	0	0.0%
	Somewhat helped	6	23.1%
	Helped a lot	16	61.5%
	Not applicable	4	15.4%

Service Quality Dimensions	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	N/A	Total Responses	Overall
Responsiveness	12	8	2	1	1	2	24	83.33%
Reliability	16	6	2	0	0	2	24	91.67%
Access	16	5	1	0	0	4	22	95.45%
Communication	15	5	2	0	0	4	22	90.91%
Cost	8	0	3	0	1	14	12	66.67%
Integrity	19	5	0	0	0	2	24	100.00%
Assurance	23	1	0	0	0	2	24	100.00%
Outcome	19	3	0	0	0	4	22	100.00%
Overall	20	6	0	0	0	0	26	100.00%

External Services	Total Responses
Production/Dissemination of IEC Materials	3
Provision of Training Assistance	2
Recruitment, Selection, and Placement	1
Provision of Communication Support	5
Communication Research	1
Advocacy and Media Relations	14

## 14. PIA-Region 10

Citizen's Charter Answers		Total Responses	%
Which of the following best describes your awareness of a Citizen's Charter (CC)?	I know what a CC is and I saw PIA's CC.	14	87.5%
	I know what a CC is but I did not see PIA's CC.	1	6.3%
	I learned of the CC only when I saw PIA's CC.	0	0.0%
	I do not know what a CC is and I did not see one in PIA.	1	6.3%
If aware of CC (answered codes 1-3 in CC1), would you say that the CC of PIA was...?	Not visible at all	0	0.0%
	Difficult to see	0	0.0%
	Somewhat easy to see	2	12.5%
	Easy to see	12	75.0%
	Not applicable	2	12.5%
If aware of CC (answered codes 1-3 in CC1), how much did the CC help you in your transaction?	Did not help at all	0	0.0%
	Somewhat helped	0	0.0%
	Helped a lot	13	81.3%
	Not applicable	3	18.8%

Service Quality Dimensions	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	N/A	Total Responses	Overall
Responsiveness	12	4	0	0	0	0	16	100.00%
Reliability	13	2	0	0	0	1	15	100.00%



Access	13	1	0	0	0	2	14	100.00%
Communication	12	4	0	0	0	0	16	100.00%
Cost	5	2	0	0	0	9	7	100.00%
Integrity	13	3	0	0	0	0	16	100.00%
Assurance	14	2	0	0	0	0	16	100.00%
Outcome	11	5	0	0	0	0	16	100.00%
Overall	14	2	0	0	0	0	16	100.00%

External Services	Total Responses
Production/Dissemination of IEC Materials	3
Provision of Training Assistance	1
Recruitment, Selection, and Placement	0
Provision of Communication Support	5
Communication Research	0
Advocacy and Media Relations	7

## 15. PIA-Region 11

Citizen's Charter Answers		Total Responses	%
Which of the following best describes your awareness of a Citizen's Charter (CC)?	I know what a CC is and I saw PIA's CC.	10	62.5%
	I know what a CC is but I did not see PIA's CC.	4	25.0%
	I learned of the CC only when I saw PIA's CC.	2	12.5%
	I do not know what a CC is and I did not see one in PIA.	0	0.0%
If aware of CC (answered codes 1-3 in CC1), would you say that the CC of PIA was...?	Not visible at all	1	6.3%
	Difficult to see	0	0.0%
	Somewhat easy to see	6	37.5%
	Easy to see	7	43.8%
	Not applicable	2	12.5%
If aware of CC (answered codes 1-3 in CC1), how much did the CC help you in your transaction?	Did not help at all	0	0.0%
	Somewhat helped	5	31.3%
	Helped a lot	9	56.3%
	Not applicable	2	12.5%

Service Quality Dimensions	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	N/A	Total Responses	Overall
Responsiveness	11	5	0	0	0	0	16	100.00%
Reliability	12	4	0	0	0	0	16	100.00%
Access	11	4	1	0	0	0	16	93.75%
Communication	12	4	0	0	0	0	16	100.00%
Cost	9	2	2	0	0	3	13	84.62%
Integrity	12	4	0	0	0	0	16	100.00%
Assurance	12	4	0	0	0	0	16	100.00%
Outcome	10	5	1	0	0	0	16	93.75%
Overall	12	4	0	0	0	0	16	100.00%

External Services	Total Responses
Production/Dissemination of IEC Materials	6

Provision of Training Assistance	0
Recruitment, Selection, and Placement	0
Provision of Communication Support	3
Communication Research	0
Advocacy and Media Relations	7

## 16. PIA-Region 12

Citizen's Charter Answers		Total Responses	%
Which of the following best describes your awareness of a Citizen's Charter (CC)?	I know what a CC is and I saw PIA's CC.	6	66.7%
	I know what a CC is but I did not see PIA's CC.	3	33.3%
	I learned of the CC only when I saw PIA's CC.	0	0.0%
	I do not know what a CC is and I did not see one in PIA.	0	0.0%
If aware of CC (answered codes 1-3 in CC1), would you say that the CC of PIA was...?	Not visible at all	0	0.0%
	Difficult to see	0	0.0%
	Somewhat easy to see	1	11.1%
	Easy to see	7	77.8%
	Not applicable	1	11.1%
If aware of CC (answered codes 1-3 in CC1), how much did the CC help you in your transaction?	Did not help at all	0	0.0%
	Somewhat helped	2	22.2%
	Helped a lot	6	66.7%
	Not applicable	1	11.1%

Service Quality Dimensions	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	N/A	Total Responses	Overall
Responsiveness	4	3	2	0	0	0	9	77.78%
Reliability	4	3	2	0	0	0	9	77.78%
Access	4	2	2	0	0	1	8	75.00%
Communication	4	0	2	0	1	2	7	57.14%
Cost	2	1	2	0	0	4	5	60.00%
Integrity	4	3	2	0	0	0	9	77.78%
Assurance	5	2	2	0	0	0	9	77.78%
Outcome	3	1	5	0	0	0	9	44.44%
Overall	4	3	2	0	0	0	9	77.78%

External Services	Total Responses
Production/Dissemination of IEC Materials	1
Provision of Training Assistance	0
Recruitment, Selection, and Placement	0
Provision of Communication Support	1
Communication Research	6
Advocacy and Media Relations	1

## 17. PIA-Region 13

Citizen's Charter Answers		Total Responses	%
	I know what a CC is and I saw PIA's CC.	27	100.0%

Which of the following best describes your awareness of a Citizen's Charter (CC)?	I know what a CC is but I did not see PIA's CC.	0	0.0%
	I learned of the CC only when I saw PIA's CC.	0	0.0%
	I do not know what a CC is and I did not see one in PIA.	0	0.0%
If aware of CC (answered codes 1-3 in CC1), would you say that the CC of PIA was...?	Not visible at all	0	0.0%
	Difficult to see	0	0.0%
	Somewhat easy to see	0	0.0%
	Easy to see	27	100.0%
	Not applicable	0	0.0%
If aware of CC (answered codes 1-3 in CC1), how much did the CC help you in your transaction?	Did not help at all	0	0.0%
	Somewhat helped	0	0.0%
	Helped a lot	27	100.0%
	Not applicable	0	0.0%

Service Quality Dimensions	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	N/A	Total responses	Overall
Responsiveness	27	0	0	0	0	0	27	100.00%
Reliability	27	0	0	0	0	0	27	100.00%
Access	1	0	0	0	0	26	1	100.00%
Communication	27	0	0	0	0	0	27	100.00%
Cost	1	0	0	0	0	26	1	100.00%
Integrity	27	0	0	0	0	0	27	100.00%
Assurance	27	0	0	0	0	0	27	100.00%
Outcome	27	0	0	0	0	0	27	100.00%
Overall	27	0	0	0	0	0	27	100.00%

External Services	Total Responses
Production/Dissemination of IEC Materials	5
Provision of Training Assistance	2
Recruitment, Selection, and Placement	3
Provision of Communication Support	9
Communication Research	0
Advocacy and Media Relations	8