Montgomery County DLC Licensee Feedback Survey - 2018

Montgomery County Government

Department of Liquor Control
DLC Licensee Feedback Survey

BACKGROUND & METHODOLOGY

**Background:**

This memo summarizes the results of the annual DLC Licensee Customer Satisfaction Survey that was conducted in January 2018.

**Methodology:**

**Licensee Survey** - Responses were collected exclusively through an online survey conducted by CountyStat. A link to the survey was distributed to 1,059 licensees with email addresses registered in the department’s GovDelivery system, and provided by the IT staff of DLC. Because the distribution of this survey did not rely exclusively on random sampling or any kind of parameters to control distribution, it does not meet the standards of a scientific poll. The “Montgomery County DLC Licensee Feedback Survey – 2018” questions were developed to convey the standpoint of licensees that the DLC serves and evaluate their satisfaction of the services provided by the department. Due to the lack of sampling during the distribution of this survey, there will be no attempt to weight or correct responses to align with licensee size and characteristics. One uncorrected bias will be represented within this analysis, licensees that do not purchase items from DLC retail outlets for business purposes and answered the section on retail satisfaction and improvement from a non-business standpoint.
Of the 1,059 Licensees that were sent the survey link, 113 Responses were received. With a 10.6% response rate the survey provides adequate feedback to quantify the overall satisfaction of its licensees with respect to the different services provided by the Department. For detailed descriptive statistics from the survey responses please see Appendix II.

**QUESTION 1: HOW WOULD YOU RATE YOUR OVERALL SATISFACTION WITH THE SERVICES THAT THE DEPARTMENT OF LIQUOR CONTROL PROVIDES?**

53.9% of Respondents to the survey are satisfied with the current services that have been provided by the Department of Liquor Control.

<table>
<thead>
<tr>
<th>Rating</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very Dissatisfied</td>
<td>19</td>
</tr>
<tr>
<td>Somewhat Dissatisfied</td>
<td>25</td>
</tr>
<tr>
<td>Neither Satisfied nor Dissatisfied</td>
<td>8</td>
</tr>
<tr>
<td>Somewhat Satisfied</td>
<td>29</td>
</tr>
<tr>
<td>Very Satisfied</td>
<td>32</td>
</tr>
</tbody>
</table>

**Average Satisfaction Score: 3.3/5**

**QUESTION 2: COMPARED TO THIS SAME TIME LAST YEAR, PLEASE RATE THE LEVEL OF IMPROVEMENT THAT YOU HAVE EXPERIENCED FOR THE DEPARTMENT’S SERVICES OVERALL.**

- 41.8% of respondents to Q2 said that they experienced some improvement in the service that they have been provided over the past year.
- None of the respondents reported that the overall services provided by the Department had “Much Declined” over the past year.

<table>
<thead>
<tr>
<th>Improvement Level</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Much Declined</td>
<td>0</td>
</tr>
<tr>
<td>Somewhat Declined</td>
<td>14</td>
</tr>
<tr>
<td>Stayed the Same</td>
<td>50</td>
</tr>
<tr>
<td>Somewhat Improved</td>
<td>23</td>
</tr>
<tr>
<td>Much Improved</td>
<td>23</td>
</tr>
</tbody>
</table>

**Average Improvement Score: 3.5/5**
Of the 110 respondents that answered both Question 1 and Question 2 on the survey, 50 (or 45.0%) of respondents replied that they had not experienced any noticeable changes in the services that were provided by the department over the past year. Of those 50 licensees that had not experienced change in Question 2, exactly 22 replied that they were somewhat or very satisfied and 22 replied that they were either somewhat or very dissatisfied with the overall service provided by the department, the remainder (6) replied that they were “Neither Satisfied nor Dissatisfied.”

62.0% of respondents answered that they were either satisfied or saw improvement in service over the past year Question 1 and Question 2.

n=110

**Satisfaction vs. Improvement**

- Very Satisfied: 5 respondents
- Somewhat Satisfied: 13 respondents
- Neither Satisfied nor Dissatisfied: 6 respondents
- Somewhat Dissatisfied: 14 respondents
- Very Dissatisfied: 8 respondents

- Much Declined: 5 responses
- Somewhat Declined: 8 responses
- Stayed the Same: 2 responses
- Somewhat Improved: 3 responses
- Much Improved: 12 responses
QUESTION 3 VS. QUESTION 4 SATISFACTION VS. IMPROVEMENT:
WHOLESALE DIVISION

Average Score for satisfaction and improvement within the Wholesale Division

### Satisfaction

- **Very Satisfied**: 31.3%
- **Somewhat Satisfied**: 29.6%
- **Neither Satisfied nor Dissatisfied**: 12.5%
- **Somewhat Dissatisfied**: 9.8%
- **Very Dissatisfied**: 14.3%
- **N/A**: 8.9%

**Satisfaction Score**: 3.51/5

### Improvement

- **Much Improved**: 26.2%
- **Somewhat Improved**: 40.2%
- **Stayed the Same**: 16.8%
- **Somewhat Declined**: 13.4%
- **Much Declined**: 10.7%
- **N/A**: 8.9%

**Improvement Score**: 3.45/5

**Consistency of Deliveries**
- **Very Satisfied**: 14.3%
- **Somewhat Satisfied**: 29.6%
- **Neither Satisfied nor Dissatisfied**: 12.5%
- **Somewhat Dissatisfied**: 9.8%
- **Very Dissatisfied**: 31.3%
- **N/A**: 10.7%

Of the 39.8% that reported no noticeable improvements in service, 36.6% reported being somewhat or very satisfied

**Customer Service and Responsiveness (cashiers, call center, drivers, etc.)**
- **Very Satisfied**: 8.9%
- **Somewhat Satisfied**: 26.8%
- **Neither Satisfied nor Dissatisfied**: 13.4%
- **Somewhat Dissatisfied**: 8.9%
- **Very Dissatisfied**: 40.2%
- **N/A**: 43.9%

Of the 34.3% that reported no noticeable improvements in service, 54.4% reported being somewhat or very satisfied

**Ease of ordering through iStore**
- **Very Satisfied**: 10.8%
- **Somewhat Satisfied**: 33.3%
- **Neither Satisfied nor Dissatisfied**: 10.8%
- **Somewhat Dissatisfied**: 9.9%
- **Very Dissatisfied**: 25.2%
- **N/A**: 13.2%

Of the 41.5% that reported no noticeable improvements in service, 51.2% reported being somewhat or very satisfied

**Ease of ordering through the Customer Call Center**
- **Very Satisfied**: 17.0%
- **Somewhat Satisfied**: 21.4%
- **Neither Satisfied nor Dissatisfied**: 8.0%
- **Somewhat Dissatisfied**: 10.7%
- **Very Dissatisfied**: 36.6%
- **N/A**: 18.7%

Of the 38.3% that reported no noticeable improvements in service, 43.6% reported being somewhat or very satisfied

**Product selection and availability**
- **Very Satisfied**: 33.0%
- **Somewhat Satisfied**: 28.6%
- **Neither Satisfied nor Dissatisfied**: 12.6%
- **Somewhat Dissatisfied**: 9.8%
- **Very Dissatisfied**: 16.2%
- **N/A**: 12.4%

Of the 34.3% that reported no noticeable improvements in service, 32.5% reported being somewhat or very satisfied
QUESTION 5 VS. QUESTION 6 SATISFACTION VS. IMPROVEMENT:
RETAIL DIVISION

Average Score for satisfaction and improvement within the Retail Division

Satisfaction

Improvement

Convenience (location of stores, speed of pick-up, etc.)

Satisfaction Score: 3.9/5

Of the 46.8% that responded "Stayed the Same" 54.9% reported being somewhat or very satisfied

Customer service and responsiveness (clerks, store managers, etc.)

Satisfaction Score: 4.0/5

Of the 42.2% that responded "Stayed the Same" 58.7% reported being somewhat or very satisfied

Ease of obtaining products at retail stores

Satisfaction Score: 3.6/5

Of the 41.8% that responded "Stayed the Same" 48.9% reported being somewhat or very satisfied

Product selection and availability

Satisfaction Score: 3.4/5

Of the 40.4% that responded "Stayed the Same" 45.5% reported being somewhat or very satisfied
QUESTION 7 VS. QUESTION 8 SATISFACTION VS. IMPROVEMENT: LRE DIVISION

Average Score for satisfaction and improvement within the LRE Division

**Satisfaction**
- Very Satisfied: 41.7%
- Somewhat Satisfied: 21.3%
- Neither Satisfied nor Dissatisfied: 25.0%
- Somewhat Dissatisfied: 10.2%
- Very Dissatisfied: 0.2%
- N/A: 0.0%

**Improvement**
- Much Improved: 24.8%
- Somewhat Improved: 48.6%
- Stayed the Same: 11.9%
- Somewhat Declined: 13.8%
- Much Declined: 1.3%
- N/A: 0.0%

Customer service and responsiveness
- Satisfaction Score: 4.1/5
- Improvement Score: 3.69

Inspectors as a resource for your business
- Satisfaction Score: 4.3/5

New license process and/or the license renewal processes
- Satisfaction Score: 4.1/5

Quality of training programs (ALERT, etc.)
- Satisfaction Score: 4.1/5

Of the 48.6% that responded "Stayed the Same" 49.1% reported being somewhat or very satisfied

Of the 44.4% that responded "Stayed the Same" 58.3% reported being somewhat or very satisfied

Of the 48.1% that responded "Stayed the Same" 55.8% reported being somewhat or very satisfied

Of the 46.3% that responded "Stayed the Same" 52.0% reported being somewhat or very satisfied