



MAY 2024

Benchmarking government customer experience in the United States

What it takes to deliver positive and trust-building experiences in public services

TABLE OF CONTENTS

03_ Introduction

04_ Overall Findings

The State of the (Customer Experience) Union

11_ CX Drivers

What drives satisfaction in government services

14_ The CX Playbook

How to make government more human

19_ Appendix #1

Customer satisfaction scores and ranking by state (Overall)

21_ Appendix #2

Customer trust ranking and scores by state

23_ Appendix #3

Customer satisfaction ranking and scores by state and by service

INTRODUCTION

From your City Parks Department to the U.S. Social Security Administration, governments of all shapes and sizes serve residents, citizens, and other customers with a wide range of services that have a significant impact on our lives and livelihoods. Government customers, in turn, expect a healthy return on their taxpayer dollars, typically in the form of high quality, timely and relevant services. But where are taxpayer investments in government services paying dividends? Which federal agencies and state governments are beating or even meeting those expectations? And what do customers actually want from government in 2024?

To gauge where taxpayer investments are paying dividends, Qualtrics partnered with Code for America to answer these questions, benchmarking the state of customer experience across a range of state and federal services¹.

This research comes at a time when customers have rising expectations of the government even as trust in public sector institutions has fallen. You might guess that the increase in political polarization as well as private sector innovators providing ever-improving customer experiences put pressure on customer expectations that governments can't meet. Yet, our research shows that political ideology might matter less than you think. We also show that some governments not only meet their commercial counterparts in delivering positive, trust-yielding experiences—they can even beat them.

”

[We serve] some of the most critical moments of people's lives... every interaction is an opportunity to deliver the value, service, and efficiency that the public expects and deserves.”

Executive Order, Transforming Federal Customer Experience and Service Delivery to Rebuild Trust in Government

THE WHITE HOUSE_

For a comprehensive list of state rankings of data, please see the appendices.

OVERALL FINDINGS

The State of the (Customer Experience) Union

Governments provide social safety benefits, health care, licensing, and myriad other services to customers across the US. This section offers the “State of the Union” of government customer experience in 2024 based on Qualtrics’ 2024 research.

Our findings at-a-glance

- + Americans have frequent and meaningful interactions with government, with 99%+ of Americans interacting with at least one of thirteen government services in the past 12 months
- + Approximately six in ten people are satisfied with their most recent government experience, falling behind most other industries
- + There is a 23p.p. spread between the state with the highest level of satisfaction and the state with the lowest
- + Government delivers on some key drivers of customer experience, while it fails to do so on others
- + Satisfaction with government services leads to higher levels of trust in government, especially when customers are “extremely satisfied”

Americans have frequent and meaningful interactions with government

Our research found that 98% of people reported directly interacting with the federal government in the past year in at least one service area². 78% interacted with a subset of state services. Unsurprisingly, USPS, federal taxes, and motor vehicle services top the list, with professional licensing and veterans services being less frequently used.

In short, **government customer experiences are frequent and universal.**

PERCENT OF CUSTOMERS WHO USED GOVERNMENT SERVICE IN PAST 12 MONTHS*	
SERVICES	PERCENT
USPS	84%
Federal taxes	70%
DMV	57%
State taxes	51%
General services	46%
Medicare	37%
Social security benefit	35%
State parks	35%
Medicaid	34%
SNAP	30%
Professional Licensing	12%
Veterans Affairs	9%
Unemployment	7%

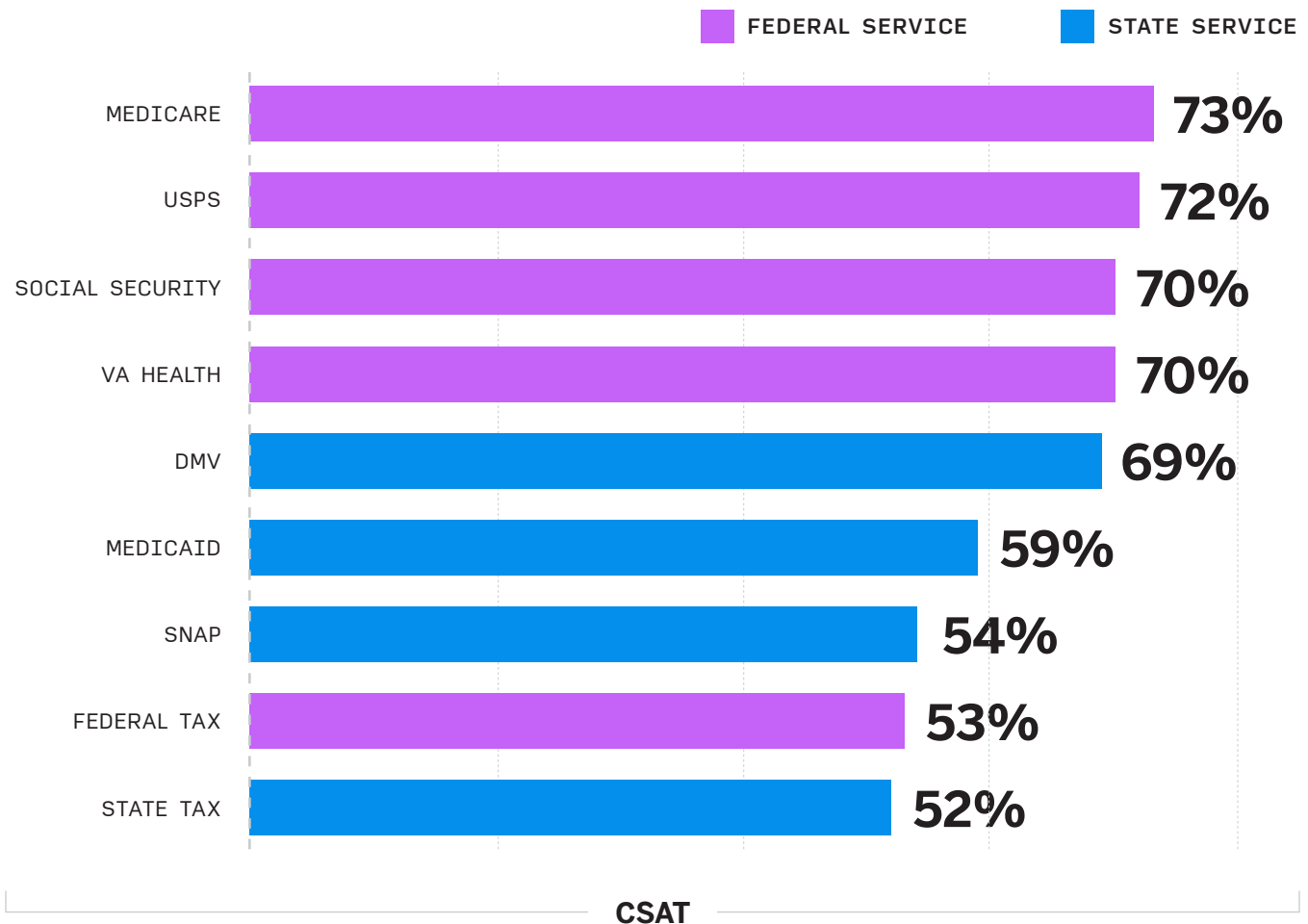
*Among respondents that have used at least one service

Approximately six in ten people are satisfied with their most recent government experience, falling behind most other industries

59% of people were satisfied with the most recent service they received from a state government, with 37% of customers “somewhat” and 22% of customers “extremely satisfied”. Customers viewed federal services slightly higher, with an average 65% satisfaction, 39% of whom were “somewhat” and 26% of whom were “extremely satisfied”.

While generally 5-15 points behind other industries, satisfaction with government services continues to climb, increasing 4.6% from 2021 to 2022 and 2.9% from 2022 to 2023, according to the American Customer Satisfaction Index.

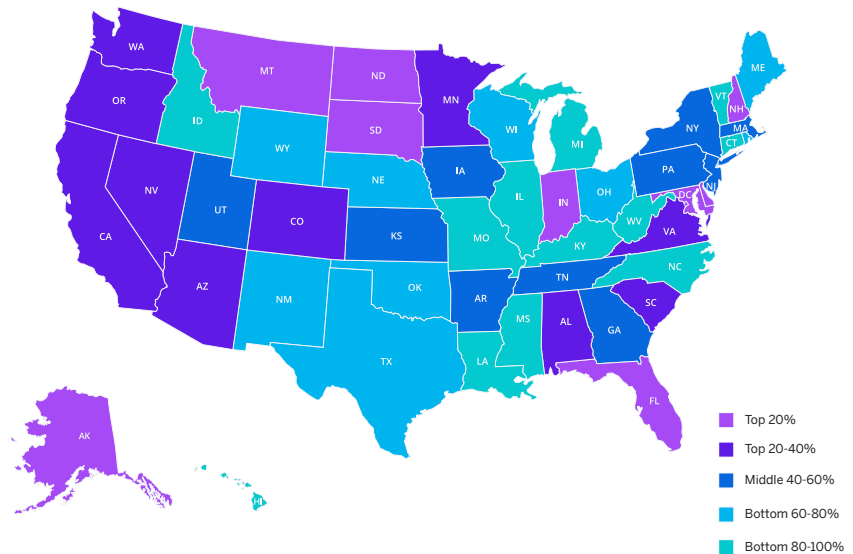
Not all services are rated equally, however. Of the nine government services that were directly surveyed, satisfaction ranges from 73% (Medicare) to 53% (state taxes).



There is a 23p.p. spread between the state with the highest levels of satisfaction with government services and the state with the lowest³

Where you live likely means you will experience different levels of service, responsiveness, and other drivers of customer satisfaction from your state government. The top five states have an average 70% satisfaction, which is higher than internet service providers (68%), subscription TV services (69%), but lower than most commercial industries such as commercial shipping (77%), automobiles (79%), online retailers (80%). On the other hand, the bottom five states averaged only 52% satisfaction among customers.

What does this say about the state of government services across the Union? It shows that excellence is achievable—even as governments face unique challenges to delivering on that excellence. It also shows, however, that government still has a ways to go to meeting and beating expectations, especially compared to private sector industries.



Few, if any, patterns emerge when trying to spot trends based on tax base, party in power, region, urbanity vs. rurality, demographic mix, or any other factor. As we'll see, other factors—primarily experiential drivers—are the most powerful influencers of satisfaction.

Interestingly, many states have “outlier” services that rank much higher or lower than their overall, across-the-board satisfaction levels. For example, one New England state’s overall ranking is #5, but falls to #27 when looking specifically at Medicaid. Alternatively, one western state ranks 45th overall, but jumps to #7 when looking specifically at motor vehicle services.

Bottom line? **No state is completely perfect. No state is completely imperfect.**

Government delivers on some drivers of experience, while it fails to do so on others

Several experiences drive overall satisfaction with government services, namely:

NEEDS

“The services I received met my needs”

CONSISTENCY

“Information was consistent across sources”

EASE

“It’s easy to work with the government to get what I need”

RELEVANCE

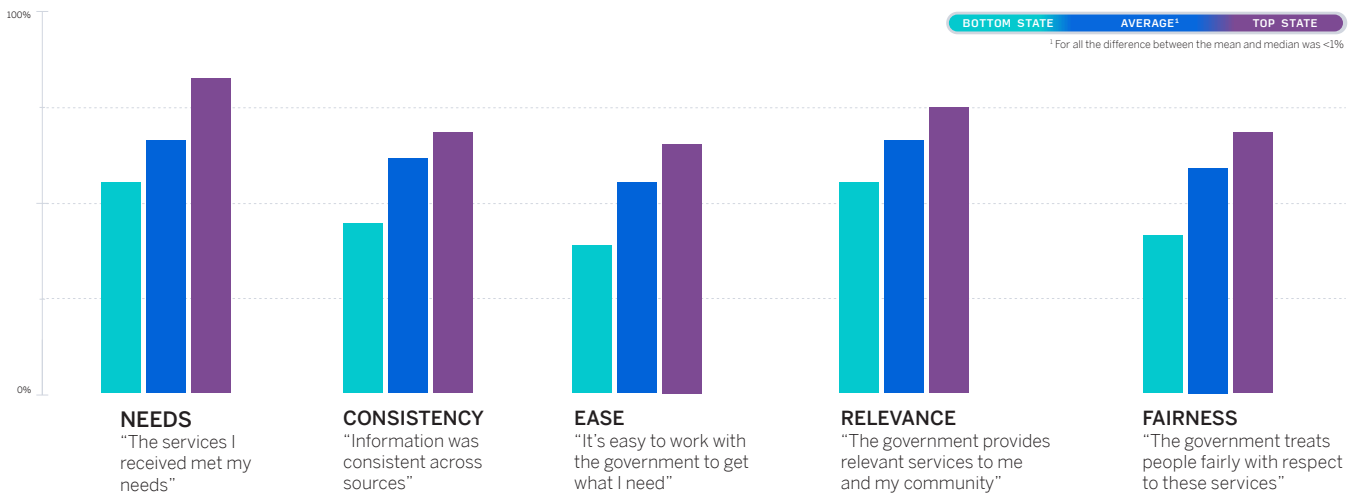
“The government provides relevant services to me and my community”

FAIRNESS

“The government treats people fairly with respect to these services”

These are “drivers” because research shows they consistently have outsized influence on a customer’s overall experience—especially across multiple touchpoints in a customer “journey.”

Compared to overall satisfaction with state services (59%), the average person who agreed with the “needs” driver (65%) and “relevance” driver (65%) statements above was somewhat higher. However for the others, the average agreement was lower: Consistency (56%), Ease (52%), and Fairness (56%).



There is significant variability in terms of satisfaction with the following drivers of customer experience in the federal government.

As we will see, not all of these drivers are equally powerful. In fact, “meets my needs” and “easy to work with” by far are the largest influencers on overall satisfaction—meaning most state governments would be wise to focus on the low levels of perceived “ease” among services provided.

Satisfaction with government services leads to higher levels of trust in government

A significant body of research points to satisfaction with government services leading to higher levels of trust—and this research adds to that body by looking at specific areas of trust. For example:

When customers are “extremely satisfied” with government services they are:

8.5x

more likely to say they trust agencies will do the right thing

9.0x

to say government service providers care about me as a person

7.5x

to say agency leaders hold themselves to high ethical standards

Interestingly, the causal link diminishes by several factors when including both “somewhat satisfied” customers. For example, customers that are “somewhat” OR “extremely” satisfied are only 2.9x more likely to say that they trust agencies to do the right thing, a drop multiples greater than what we would expect based on the difference between “somewhat” and “extremely” satisfied customers.

What this says is that governments should not rest on their laurels. Even agencies providing 70% levels of satisfaction should look deeper to see, for example, if less than 50% are extremely satisfied. To achieve the “return on trust” governments hope for, they need to not only set the bar high. They need to meet it.

Satisfaction with services is strongly correlated with household income

Previous research indicated that all things equal, income was the most powerful indicator of overall satisfaction with government services. Our research confirms that income is still a powerful indicator. Higher income households (>\$100k) have satisfaction levels 18% higher than lower-income households (<\$25k). Notably, satisfaction appears to plateau at around \$70,000, where only incremental gains per “income dollar” are seen thereafter.

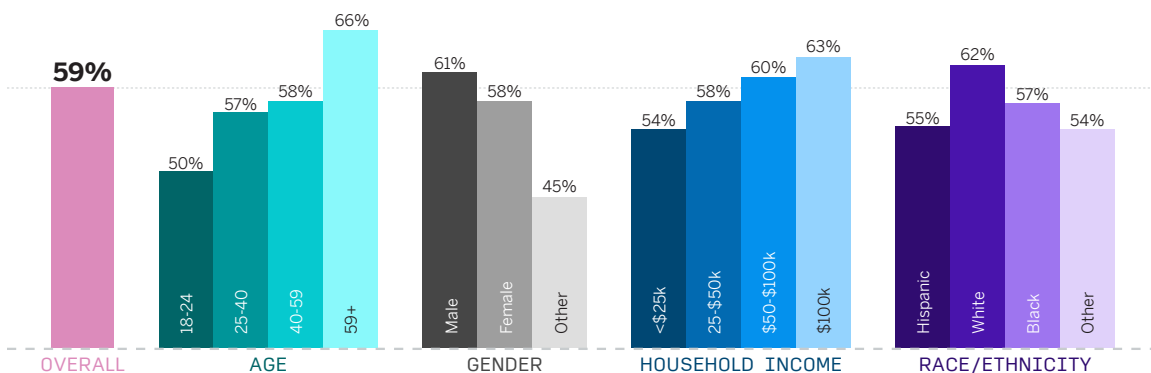
This relationship may exist for several reasons. First, higher income individuals typically engage 3rd parties like CPAs to help with their taxes, for example. Second, some of the most burdensome services to access are social services reserved for low-income households. Lastly, higher-income households logically live in high-tax-revenue areas, potentially resulting in more resources devoted toward improved government services.

Looking deeper, we also see that white customers generally have higher levels of satisfaction (62%) than Hispanic (55%), Black (57%) or customers of another race or two or more races (54%). This is consistent with the numerous examples of inequities that communities of color face when accessing social services in particular.

Still, race and ethnic background is not determinative as household income remains the dominant factor. For example, a high-income Black family and a high-income White family only have a 2p.p. difference in satisfaction. A low-income Black family and a low-income White family also have a negligible difference of 3p.p.

Satisfaction with services is also strongly correlated with age

Our research also shows a similar “satisfaction stratification” based on age, which appears to have grown over the past five years (i.e., age was only somewhat correlated based on previous research). There is a 19 percentage point difference between 18-24 year olds and those older than 59+. Customers are on average 2.5p.p. more satisfied with every five years increase in age. Looking at specific services, age is less important with state taxes (6p.p. difference) and SNAP (8p.p. difference) compared to motor vehicles (17 p.p. difference), and Medicaid (20p.p. difference).



Political ideology and partisanship have little influence on customer's experience working with government.

We tested several theories to understand how partisanship may influence satisfaction with government services and trust in the public agencies that provide them. The conclusion? Partisanship has little influence on either.

Looking at the 2020 presidential vote, the difference in satisfaction with state services between Biden voters (64%) and Trump voters (60%) is small. Even looking state by state, there are very few states where the difference might be meaningful. The difference in federal services is only slightly higher—where Biden voters (69%) are 5p.p. more satisfied than Trump voters (64%).

What was significant was those that do not express a partisan ideology or voting behavior. Specifically, those who did not vote for either candidate have a significantly less positive experience with government services.

Third-party or non-voters were 7p.p. less satisfied with federal services than voters. For state services? That number jumps to 12p.p. While this is a relatively small group of customers, more investigation is warranted to understand why satisfaction is so low among this cohort.

Regardless, the fact that the difference in satisfaction is minimal between Biden and Trump voters runs contrary to the idea that partisanship heavily influences satisfaction with services.

What about governorships and political ideology? For example, if you are a conservative with a Democratic governor, are there any statistically significant differences between that and a conservative with a Republican governor? Are the drivers of satisfaction different depending on the political “mix” of your state. Here again, there were few statistically and practically no significant findings.

So what?

If partisanship and polarization only marginally influence satisfaction with government services, what does? We know age and income do, but government has no influence over customer age and practically non-over income⁴. Let's go deeper.

CX DRIVERS

What drives satisfaction in government services

We've discussed where governments are in terms of delivering high-satisfaction and trust building services. Now, what can they do about it? We tested over 100 hypotheses to isolate what not only predicts, but also influences topline satisfaction with government services. For example:



DOES A PARTICULAR MOMENT MATTER?

- + E.g., Does the "application" phase in a customer journey have a disproportionate impact on satisfaction?



DO PARTICULAR EXPERIENCES DRIVE SATISFACTION?

- + E.g., Are empathy or timeliness determinative of high satisfaction?



DOES HOW YOU INTERACT WITH GOVERNMENT (I.E., CHANNELS) INFLUENCE SATISFACTION?

- + E.g., Are digital experiences predictive of higher satisfaction than others like phone services?

Experience beats out the competition

The answer is clear. Positive customer experiences, and not any given moment or channel, cause high levels of customer satisfaction. Or in other words, people care about how they feel more than any other factor we tested.

Looking at variables in isolation, we find that 56% of satisfaction can be attributed to customer experiences. Empathy. Meeting needs. Responsiveness. Relevance. How customers evaluate these drivers of experience has the most powerful influence on satisfaction with—and therefore trust in—government and the services it provides.

Two drivers in particular matter to government customers:

Meeting customer needs and the level of effort required to do business with the government

- + Customers are 2.3x more likely to express satisfaction if they agree their needs have been met; 1.7x if they said government was easy to work with.

- + Other factors such as relevance, fairness, and consistency of information showed statistical significance—however their impact was lower than these core drivers.

As we will see in the next section, this has significant implications for government leaders looking to deliver on positive outcomes for their customers.

All moments in a customer journey matter

If 56% of satisfaction is attributable to customer experience, what accounts for the other 44%? 44% of satisfaction can be attributed to **moments in the customer journey**.

Many government services can be boiled down to several stages, which we defined as Learn, Apply, Use, and Resolve. However, each moment had roughly equal influence on overall satisfaction.



WHAT DOES THIS TELL US?

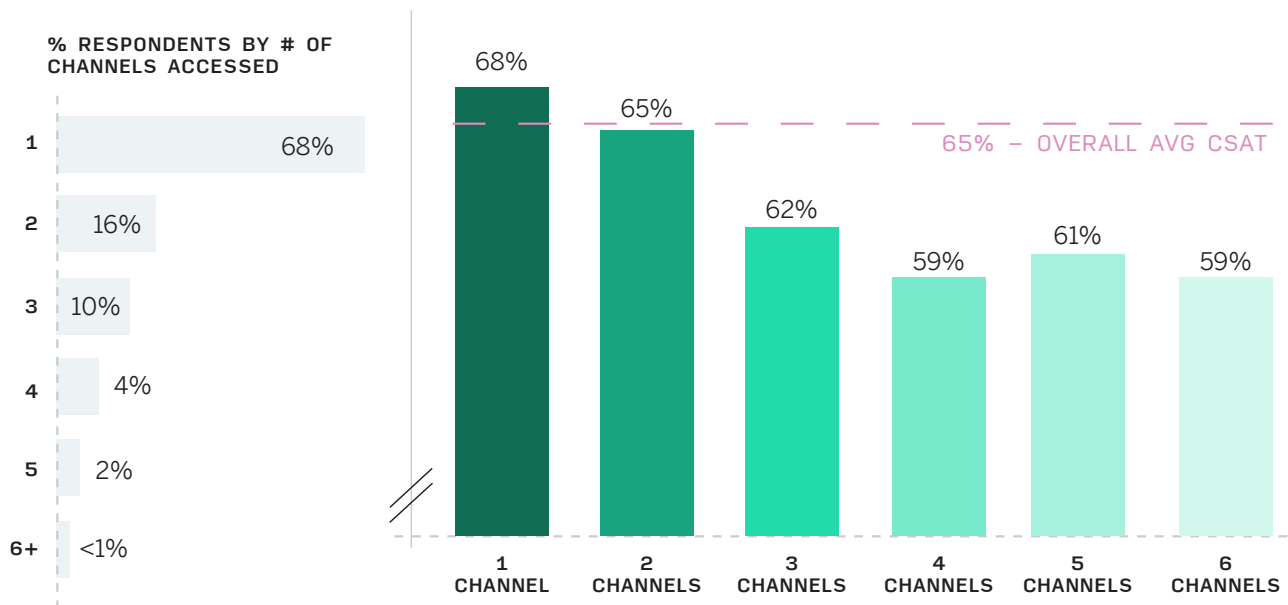
For government leaders, one conclusion is to avoid “putting all eggs in one basket.” For example, investing on digital applications may be a laudable effort and help governments lower the cost to serve while meeting increasing demand for digital channels. However, if customers still have to pick up a paper check, or there is not a high performing contact center to work with when resolving an issue, you are only addressing a fraction of customer needs.

As discussed in the next section, this leads to an important theme in approaching customer experience efforts: **Diversify your efforts.**

Interaction “channels” do not matter. Frequency does.

Satisfaction with federal services

Generally, our research shows that customers exhibit the highest levels of satisfaction when more humans are involved. 72% of customers were satisfied with their in-person experience, 63% with their contact center experience, and 60% with their digital experience⁵. Does this translate to “topline” customer satisfaction? It turns out, not at all. Looking at each interaction channel individually appears not to have any causal relationship with topline satisfaction.



This means that customers might be satisfied with an individual interaction, but cite an overall poor experience due to the reasons described above.

One important caveat. There is a strong correlation with the number of interactions and topline satisfaction. Intuitively we all know this makes sense. Having to go on a website to find out you have to go in-person, only to have to call and check on the status of a government application reasonably drives most of us to have an overall poor opinion of that service. Our research backs that up.

What does this mean for government? Minimize interactions while, again, diversifying investments to improve satisfaction—including in different interaction channels.

⁵ WE INCLUDED CHATBOTS, EMAIL, MOBILE APPLICATIONS, AND WEBSITES IN “DIGITAL.” WHEREAS MOBILE CHANNELS SCORE RELATIVELY LOW (57%), WEBSITES SCORE RELATIVELY HIGH (67%).

THE CX PLAYBOOK

How to make government more human

In the last two sections we documented

1. Where the federal and state governments stand in the eyes of their customers
2. What drives customers to cite positive experiences when working with government.

Based on these findings, this section offers five “plays” for government leaders to consider as they pursue initiatives to deliver positive experiences and build trust with constituents.

PLAY #1_

Set a customer centric vision

To amplify their mission and create a roadmap for the future, government agencies often set bold visions that can communicate to internal and external stakeholders where they see themselves in 3-5 years. **Public sector leaders should make sure their customers are reflected in their agency’s vision.** Too often government leaders see government problems to solve. While this approach can sometimes address some customer problems, putting customers front and center in an agency’s north star allows the entire enterprise to align strategic plans, performance management systems, and investments and initiatives that actually make sure their services meet a public need (literally putting the “public” in public service).

Having a customer-centric vision is table stakes. But best-in-breed government agencies go a step further by using customer insights to pinpoint the most important customer needs, wants, and desires—and a vision of the future that meets and exceeds them. In doing so, agency’s can avoid milquetoast visions that can apply to any old agency. **Instead, they can reflect the lived experiences of their customers because leaders have done the important work of listening to them through multiple sources of insight.**

PLAY #2_

Leverage multiple sources of insight to continuously benchmark progress

You can't manage what you don't measure. We would add that you can't manage what you don't measure....and measure again, and again, etc.

More to the point, measurement should be (1) continuous and (2) sourced from diverse listening posts.

Especially with respect to human experiences, measurement should be a continuous, and not point-in-time exercise. Why?

Customer needs are dynamic and agency leaders that have “always on” listening systems are able to respond to those changing needs, which minimizes operational and reputational risk while also helping build new programs based on new customer preferences.

Additionally, traditional solicited and structured (i.e., survey) data insights are only the tip of the voice of the customer iceberg. The market now provides agency leaders tools that leverage AI to analyze unstructured data from both solicited (e.g., qualitative input) and unsolicited (e.g., call recordings) sets of data. Tools that leverage next-gen natural language processing to deliver human-centered insights at scale are especially worthwhile investments to help measure the human experience behind customer interactions.

PLAY #3_

Democratize the data, tying them to key business outcomes

With a customer-centric vision and multiple listening posts set up, agency leaders can then “cascade” voice of the customer data and insights from the c-suite to the frontline. **By “democratizing” the data, leaders can show their commitment to customer service and experience has real teeth, holding all people accountable to the same metrics.** This can be done using commercial-off-the-shelf solutions that have insight generators and visualizations native to the platform.

Democratizing the data has four main benefits.

First, a rich set of customer **data can drive strategic decisions around financial investments, staffing, and strategic initiatives**—focusing on where customers are especially dissatisfied and using data to surgically fix those issues in the near term, and structurally fix larger issues in the medium-to-long term.

Second, voice of the customer data can help **drive outcomes and deliver better service in real time.** For example, contact center agents now have the potential to use tools that detect human emotion, allowing AI to help direct them down various script “branches” to meet customer outcomes. Other tools allow managers to gain insight into performance—including and especially performance in delivering exceptional customer experience.

Lastly, data transparency can drive accountability, especially when coupled with operational and business metrics. With everybody aligning on an agreed upon set of metrics, public sector leaders can take customer metrics like trust, satisfaction, NPS, and willingness to recommend, and **tie them to business outcomes such as cost to serve, time to service delivery, and operational accuracy.** Doing so helps agencies not meet customer needs, but do so efficiently (e.g., costs) and effectively (e.g., achieving mission).

PLAY #4_

**Know where
you stand.
Know what's
important.
Know where
to start**

With structured, unstructured, solicited, and unsolicited listening in place, agencies can then set goals and manage towards them. For example, the benchmarks in this e-Book provide a comparison against other states that agency leaders can use as guides for “what good looks like.” Equally important, agency leaders can align on a set of customer benchmarks to gauge progress over time. One Midwest state, for example, measures the percent of customers that have “confidence” in government, tracking those numbers month over month across more than a dozen agencies.

In a similar fashion, enterprise leaders (e.g., mayors, governors, secretaries, directors) that oversee multiple lines of business should use advanced analytics tools—often build within voice of the customer platforms—to **understand what services themselves occupy the most “rent” in a customer’s head**. Not all services are created equal. For example, when evaluating state government, we know that DMVs, unemployment agencies, and public transit can be determinative of ~50% of a residents’ overall perception of state government service. Moreover, this “importance” may vary by demographic cohort, geography, or other factors.

By knowing where people are satisfied vs. dissatisfied, and which services are “important” vs. “less important,” agencies can make investments that matter, building momentum with “early wins” and investing in long-term solutions that address gaps in the customer experience.

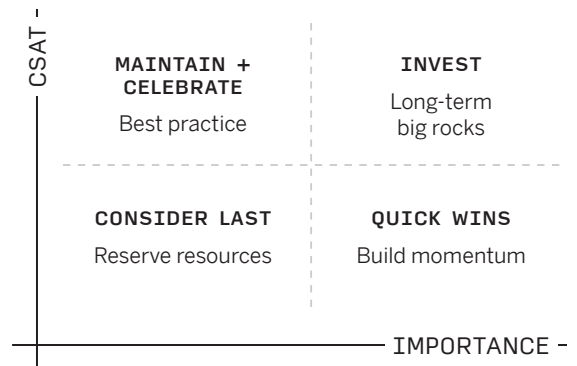
PLAY #5_

Above all else, work to understand and address people’s needs by simplifying government

The main conclusion of our research is that how people feel about an experience matters more than any other factor—especially with respect to satisfaction and trust. And how people feel is often a function of two drivers:

- + Meeting customer needs
- + Ease of working with government.

For practitioners, this has several implications.



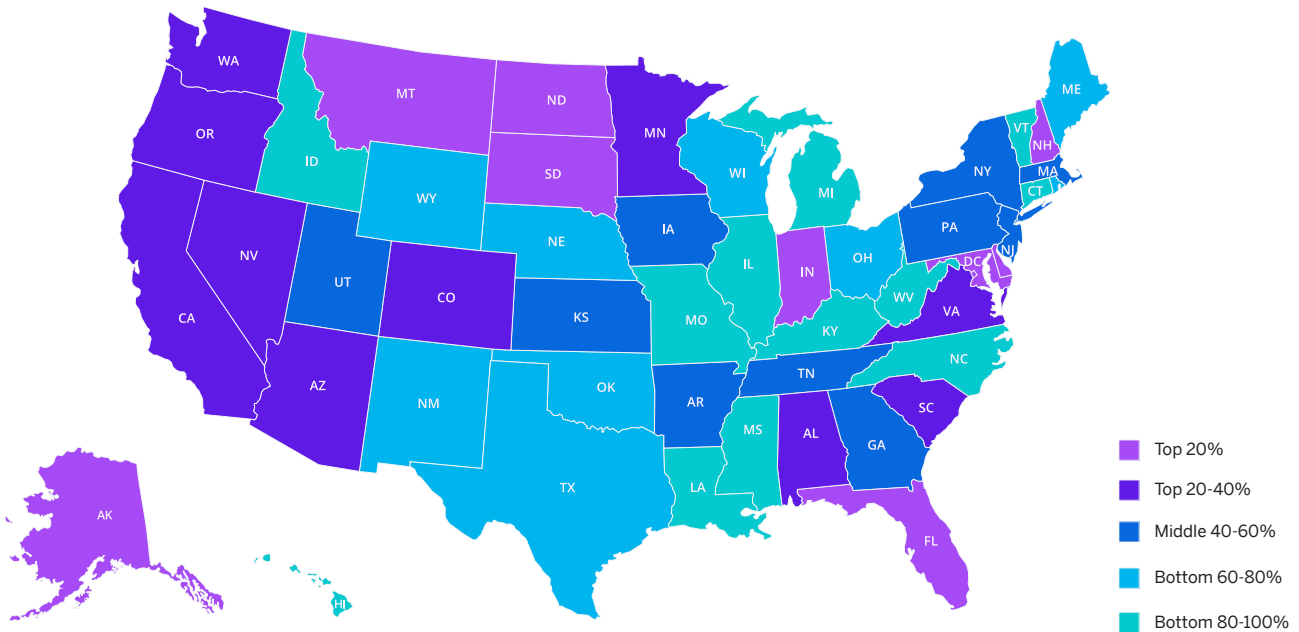
First, it means drilling into what “needs” are for your specific customer and customer cohorts. This includes not only first order needs (e.g., I want to get this phone call done as quickly as possible), but also and especially the second order needs (e.g., I want to get my professional license renewed so I can continue to make a living and provide for my family). Second, it means a relentless focus on communicating those needs internally (i.e., all employees can speak to customer needs based on voice of the customer insights) and externally (e.g., communicating them to the public). Lastly, it means using “customer needs” as a top criteria for enterprise investments. For example, a given initiative might cost 1.1x more than an alternative, but if it meets customer needs by 2.0x, it’s likely to deliver a high “return on mission.”

Second, it means identifying the most effective ways to make government more easy to work with. One myth about customer experience is that a customer experience approach is diametrically opposed to lowering the cost to serve. However, they often go hand in hand. For example, bringing human level insights through digital intercepts can help improve online transactions, deflecting calls from the contact center while also delighting customers whose time isn’t “taxed” having to be on the phone with a call center agent.

One Qualtrics customer recently remarked: **“My job is to delight government customers with minimal effort.”** Our report would indicate this approach would help meet rising customer expectations for government.

APPENDIX #1

Customer satisfaction ranking and scores by state (OVERALL)⁶



STATE	SATISFACTION	RANK
Alaska	72%	1
South Dakota	72%	2
Florida	70%	3
Maryland	67%	4
New Hampshire	66%	5
North Dakota	65%	6
Montana	65%	7
Delaware	65%	8

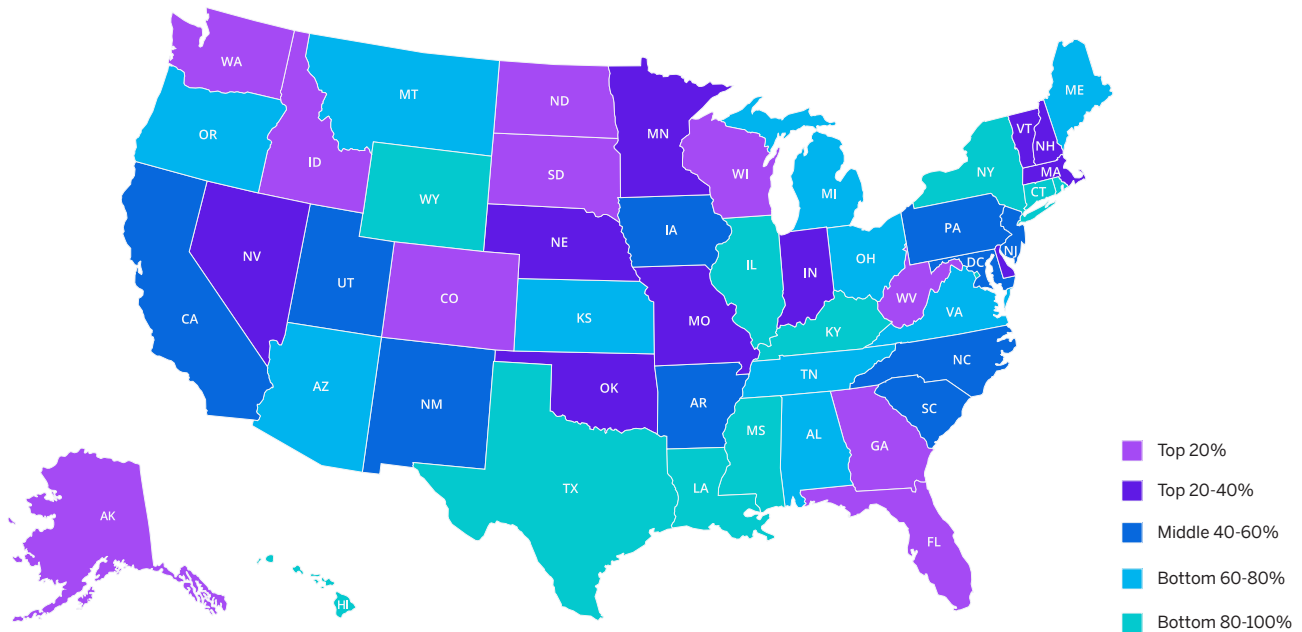
STATE	SATISFACTION	RANK
District of Columbia	64%	9
Indiana	64%	10
Minnesota	64%	11
Washington	64%	12
Arizona	63%	13
Virginia	63%	14
Colorado	63%	15
South Carolina	63%	16

STATE	SATISFACTION	RANK
Oregon	63%	17
Nevada	63%	18
California	62%	19
Alabama	60%	20
Iowa	60%	21
Georgia	60%	22
New Jersey	59%	23
Tennessee	59%	24
Massachusetts	59%	25
New York	59%	26
Pennsylvania	59%	27
Kansas	59%	28
Arkansas	59%	29
Utah	58%	30
Wisconsin	58%	31
Maine	58%	32
Wyoming	58%	33
Oklahoma	57%	34

STATE	SATISFACTION	RANK
Nebraska	57%	35
Ohio	57%	36
New Mexico	57%	37
Texas	56%	38
Rhode Island	56%	39
North Carolina	56%	40
West Virginia	55%	41
Kentucky	55%	42
Vermont	55%	43
Michigan	55%	44
Idaho	54%	45
Louisiana	54%	46
Missouri	54%	47
Mississippi	54%	48
Hawaii	53%	49
Connecticut	51%	50
Illinois	49%	51

APPENDIX #2

Customer trust ranking and scores by state⁷



STATE	TRUST	TRUST RANK
Wyoming	71%	1
New Hampshire	64%	2
Delaware	63%	3
Colorado	61%	4
South Dakota	59%	5
Washington	59%	6
Minnesota	59%	7
Vermont	59%	8
North Dakota	58%	9
Arizona	57%	10

STATE	TRUST	TRUST RANK
Florida	57%	11
Massachusetts	57%	12
Idaho	57%	13
South Carolina	56%	14
Maine	56%	15
Maryland	55%	16
Virginia	55%	17
Montana	54%	18
Alaska	54%	19
Indiana	53%	20

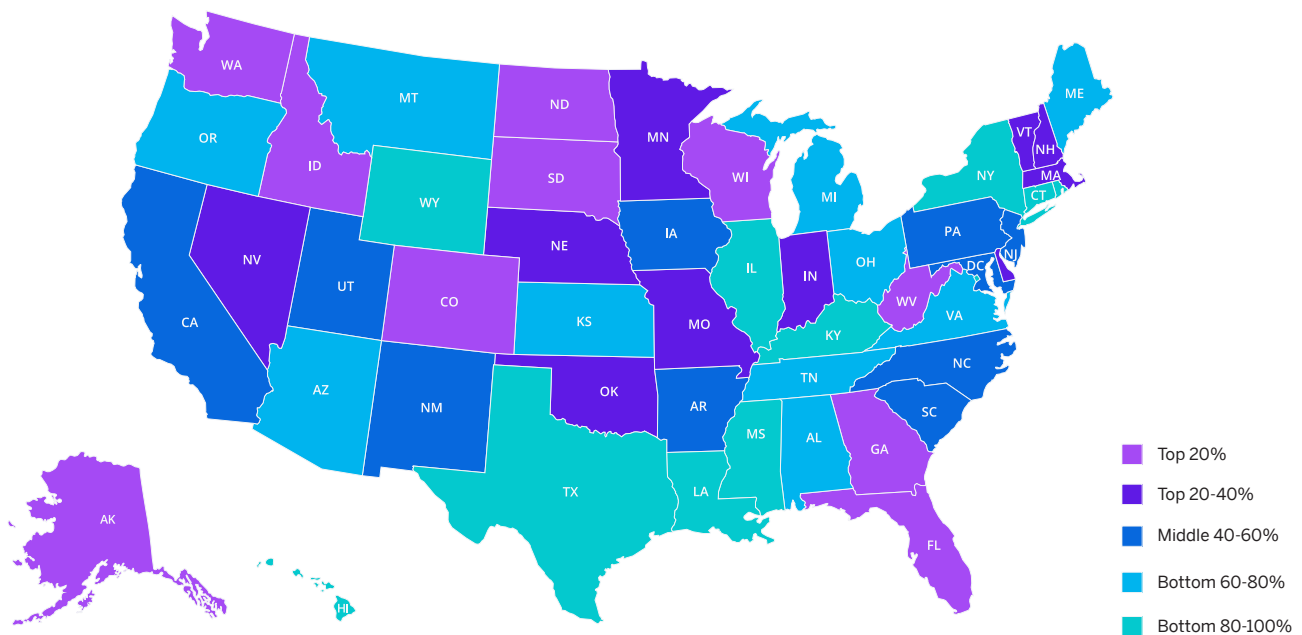
STATE	TRUST	TRUST RANK
New Mexico	53%	21
Nevada	53%	22
Texas	53%	23
District of Columbia	52%	24
Utah	52%	25
California	51%	26
Georgia	51%	27
Nebraska	51%	28
Arkansas	51%	29
Tennessee	50%	30
Missouri	50%	31
West Virginia	50%	32
Michigan	50%	33
Iowa	50%	34
Wisconsin	50%	35
Pennsylvania	50%	36
Kansas	50%	37

STATE	TRUST	TRUST RANK
Oregon	49%	38
New Jersey	49%	39
Mississippi	49%	40
Kentucky	48%	41
Connecticut	48%	42
New York	48%	43
Ohio	48%	44
North Carolina	47%	45
Alabama	47%	46
Oklahoma	45%	47
Louisiana	43%	48
Hawaii	42%	49
Rhode Island	40%	50
Illinois	39%	51

APPENDIX #3

Customer satisfaction ranking and scores by state and by service⁸

MOTOR VEHICLES



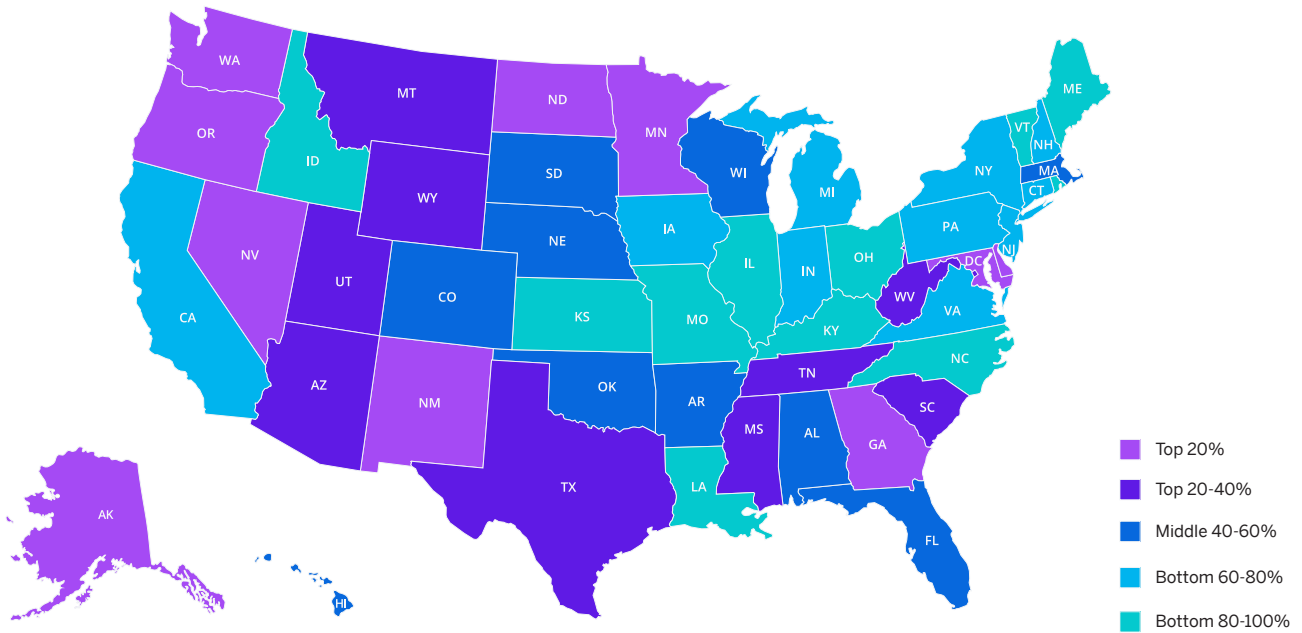
MOTOR VEHICLES		
STATE	SATISFACTION	RANK
Alabama	64%	35
Alaska	88%	1
Arizona	64%	36
Arkansas	67%	27
California	70%	21
Colorado	81%	6
Connecticut	55%	45

MOTOR VEHICLES		
STATE	SATISFACTION	RANK
Delaware	77%	13
District of Columbia	47%	50
Florida	79%	9
Georgia	79%	8
Hawaii	44%	51
Idaho	80%	7
Illinois	55%	46

MOTOR VEHICLES		
STATE	SATISFACTION	RANK
Indiana	70%	18
Iowa	69%	23
Kansas	66%	32
Kentucky	61%	41
Louisiana	55%	47
Maine	63%	39
Maryland	67%	28
Massachusetts	72%	16
Michigan	65%	34
Minnesota	73%	15
Mississippi	50%	48
Missouri	72%	16
Montana	63%	40
Nebraska	70%	19
Nevada	70%	20
New Hampshire	78%	12
New Jersey	68%	25
New Mexico	70%	22
New York	59%	44

MOTOR VEHICLES		
STATE	SATISFACTION	RANK
North Carolina	66%	29
North Dakota	88%	2
Ohio	64%	37
Oklahoma	74%	14
Oregon	63%	38
Pennsylvania	69%	24
Rhode Island	59%	43
South Carolina	67%	26
South Dakota	86%	3
Tennessee	66%	32
Texas	60%	42
Utah	66%	30
Vermont	78%	11
Virginia	66%	31
Washington	79%	10
West Virginia	83%	4
Wisconsin	82%	5
Wyoming	49%	49

STATE TAXES



STATE TAXES		
STATE	SATISFACTION	RANK
Alabama	55%	21
Alaska	67%	8
Arizona	62%	11
Arkansas	52%	28
California	48%	33
Colorado	51%	30
Connecticut	48%	34
Delaware	77%	2
District of Columbia	57%	16
Florida	54%	24
Georgia	62%	10

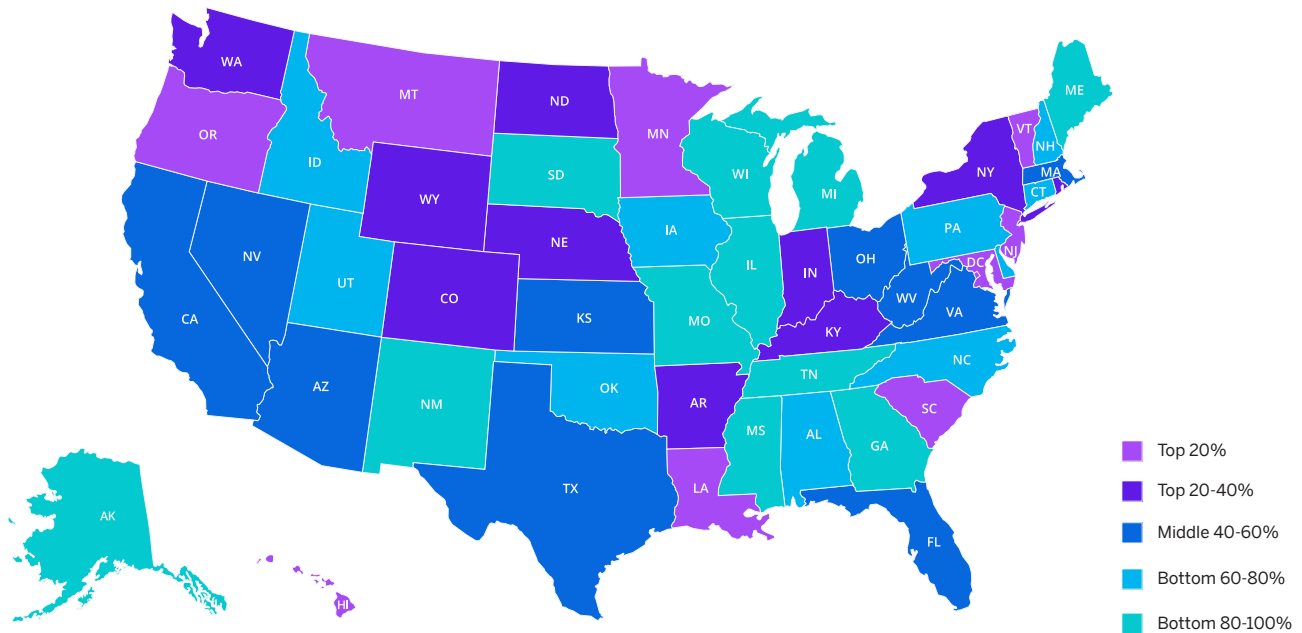
STATE TAXES		
STATE	SATISFACTION	RANK
Hawaii	52%	27
Idaho	35%	48
Illinois	39%	45
Indiana	50%	31
Iowa	45%	39
Kansas	39%	44
Kentucky	31%	50
Louisiana	41%	42
Maine	28%	51
Maryland	63%	9
Massachusetts	52%	29

STATE TAXES		
STATE	SATISFACTION	RANK
Michigan	48%	36
Minnesota	72%	5
Mississippi	56%	17
Missouri	34%	49
Montana	58%	14
Nebraska	54%	22
Nevada	80%	1
New Hampshire	48%	35
New Jersey	44%	40
New Mexico	69%	7
New York	46%	37
North Carolina	42%	41
North Dakota	75%	3
Ohio	39%	46
Oklahoma	52%	26

STATE TAXES		
STATE	SATISFACTION	RANK
Oregon	70%	6
Pennsylvania	49%	32
Rhode Island	36%	47
South Carolina	57%	15
South Dakota	54%	25
Tennessee	56%	18
Texas	56%	19
Utah	56%	20
Vermont	40%	43
Virginia	46%	38
Washington	73%	4
West Virginia	59%	12
Wisconsin	54%	23
Wyoming	59%	13

Italicization indicates small sample size and potential for large margin of error

MEDICAID



MEDICAID		
STATE	SATISFACTION	RANK
Alabama	50%	38
Alaska	40%	46
Arizona	62%	21
Arkansas	64%	18
California	61%	23
Colorado	63%	20
Connecticut	49%	40
Delaware	56%	32
District of Columbia	80%	3
Florida	62%	22
Georgia	36%	50

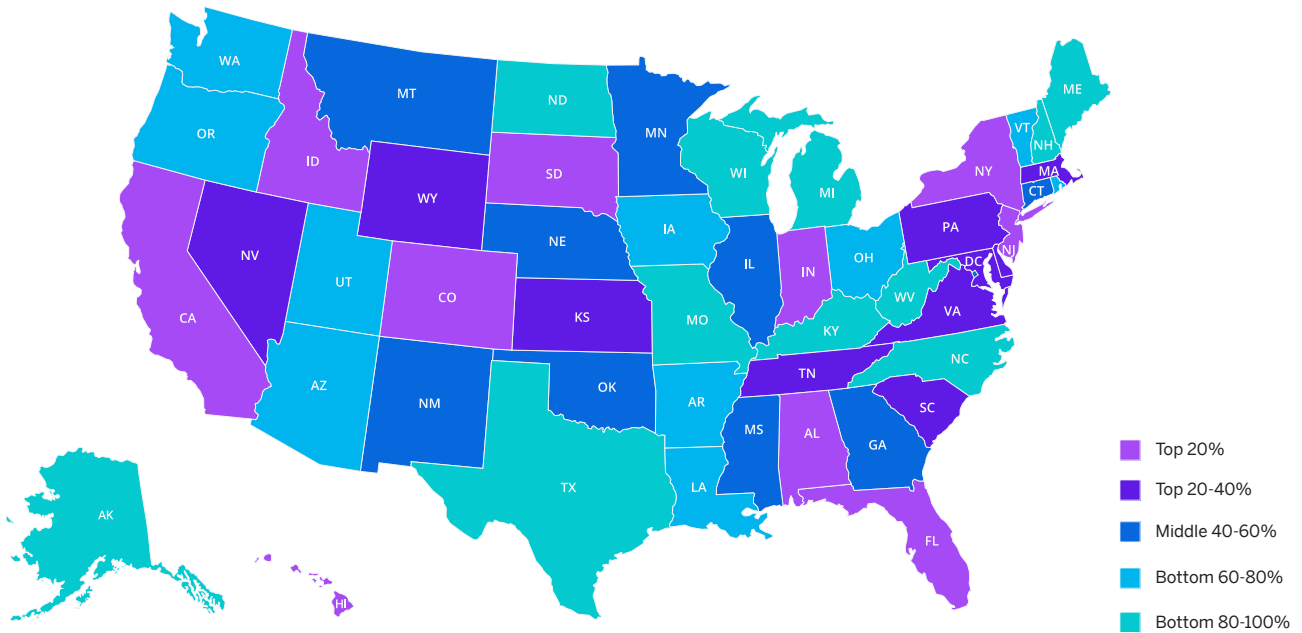
MEDICAID		
STATE	SATISFACTION	RANK
Hawaii	76%	5
Idaho	57%	31
Illinois	43%	43
Indiana	64%	17
Iowa	56%	33
Kansas	60%	24
Kentucky	67%	14
Louisiana	73%	7
Maine	43%	44
Maryland	75%	6
Massachusetts	60%	25

MEDICAID		
STATE	SATISFACTION	RANK
Michigan	46%	42
Minnesota	71%	10
Mississippi	38%	48
Missouri	41%	45
Montana	83%	2
Nebraska	63%	19
Nevada	58%	27
New Hampshire	56%	35
New Jersey	77%	4
New Mexico	37%	49
New York	71%	9
North Carolina	52%	37
North Dakota	64%	15
Ohio	59%	26
Oklahoma	56%	34

MEDICAID		
STATE	SATISFACTION	RANK
Oregon	84%	1
Pennsylvania	54%	36
Rhode Island	64%	15
South Carolina	72%	8
South Dakota	38%	47
Tennessee	25%	51
Texas	58%	28
Utah	49%	39
Vermont	71%	10
Virginia	58%	30
Washington	68%	12
West Virginia	58%	29
Wisconsin	47%	41
Wyoming	67%	13

Italicization indicates small sample size and potential for large margin of error

SNAP



SNAP		
STATE	SATISFACTION	RANK
Alabama	64%	8
Alaska	40%	45
Arizona	46%	39
Arkansas	46%	38
California	68%	3
Colorado	70%	2
Connecticut	53%	28
Delaware	60%	11
District of Columbia	55%	26
Florida	64%	6
Georgia	52%	30

SNAP		
STATE	SATISFACTION	RANK
Hawaii	64%	7
Idaho	71%	1
Illinois	57%	23
Indiana	63%	9
Iowa	46%	37
Kansas	59%	13
Kentucky	46%	41
Louisiana	46%	40
Maine	38%	47
Maryland	59%	20
Massachusetts	59%	16

SNAP		
STATE	SATISFACTION	RANK
Michigan	44%	44
Minnesota	57%	24
Mississippi	53%	29
Missouri	45%	42
Montana	53%	27
Nebraska	58%	22
Nevada	59%	19
New Hampshire	38%	47
New Jersey	67%	4
New Mexico	57%	25
New York	61%	10
North Carolina	40%	46
North Dakota	25%	51
Ohio	52%	32
Oklahoma	58%	21

SNAP		
STATE	SATISFACTION	RANK
Oregon	52%	31
Pennsylvania	59%	18
Rhode Island	50%	34
South Carolina	59%	14
South Dakota	67%	4
Tennessee	59%	15
Texas	44%	43
Utah	51%	33
Vermont	50%	34
Virginia	60%	12
Washington	47%	36
West Virginia	32%	50
Wisconsin	32%	49
Wyoming	59%	17

Italicization indicates small sample size and potential for large margin of error

qualtrics^{XM}[®]