



Steel Customer Satisfaction Survey Frequently Asked Questions

Who Sponsors the Jacobson Survey?

The Jacobson Survey is an independent, third-party survey. Jacobson's research is funded by report purchases of most steel mill producers in North America.

What is the Jacobson Survey coverage?

A census of major steel customers in the U.S. and Canada.

How do Survey Participants Respond?

The Jacobson Survey participants respond via phone and online.

What Steel Industry Segments does the Jacobson Survey Cover?

Beams, Bar/Structurals, Carbon Sheet, Plate, Tube, SBQ Bar, and Stainless Sheet.

What Markets does the Jacobson Survey Cover?

Service Center, Construction, Automotive, Forgers, Tubular, Processor, Converter, and Containers.

What Attributes does Jacobson Measure?

Product Quality, Price Competitiveness, On-Time Delivery, Online Portal, Outside Sales Representation, Inside Sales Support, Total Customer Service, and Overall Satisfaction.

How is Satisfaction Defined?

The Jacobson Survey measures satisfaction from the customer's perspective. Detailed customer comments are included to help inform suppliers on strengths and weaknesses as perceived by their customers.

What is the Jacobson Survey background and coverage?

The Jacobson Survey is based on a panel of 2,000 steel customers. Jacobson & Associates has received 321,000 customer evaluations and 234,000 comments since 1994 from 58,500 completed surveys. (Oct. 2026)