

## USDA National Agricultural Statistics Service (NASS) Customer Satisfaction Survey 2007

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### Introduction

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#### SET STRATA

Strata 1 (Subscribers)=125

SSO=31  
NTIS=31  
CServ=31  
Email=32

Strata 2 (Cooperators)=125

SSO=42  
HQ=41  
Extra=42

Strata 3 (Stakeholders)=125

SSO=42  
HQ=41  
Extra=42

*May I speak with [RESTORE CONTACT NAME]?*

Today I want to ask you about products or services you may have received from the USDA's National Agricultural Statistics Service (NASS). The purpose of the research is to help this government agency improve its products and services to you and to people like you who receive these products and services from NASS. Your opinions are very important for this research. Your name will be held completely confidential and never connected to your answers. Your participation is voluntary and you may stop at any time or skip any question you do not wish to answer. This interview will take 15 minutes and is authorized by Office of Management and Budget Control No. 1505-0191.

QX. Are you the person, or one of the persons, responsible for regularly interacting with the National Agricultural Statistics Service regarding one or more of the products or services it provides?

- 1 Yes {GO TO INTRO BEFORE QA}
- 2 Yes, but not available now {SCHEDULE CALLBACK}
- 3 No, but someone else is {RECORD NAME IN QAX}
- 4 No, not right person and do not know of anyone else {TERMINATE}
- 5 Don't know {TERMINATE}
- 6 Refused {TERMINATE}

QAX. **[RECORD CONTACT NAME]  
RECORD CONTACT PHONE NUMBER]**

QA. Please indicate which of the following best describes the products or services you MOST RECENTLY RECEIVED from NASS: (READ CODES 1-5 IF NECESSARY; ACCEPT UP TO FIVE MENTIONS)

- 1 Agricultural Statistics in published reports or available on the NASS website
- 2 Custom Data Products

- 3 Survey conducted for you
- 4 Statistical or Technical Consulting
- 5 Mail or Print Services
- 6 Other Services (SPECIFY) \_\_\_\_\_
- 7 Don't know
- 8 Refused

QB. What is your preferred method for receiving reports and data from NASS?

- 1 ASCII
- 2 Comma Delimited
- 3 HTML
- 4 PDF
- 5 XLM
- 6 Other (SPECIFY)\_\_\_\_\_

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### Expectations of quality - 2004 Benchmark

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For the rest of the questions in this survey, please keep in mind the specific products or services you MOST RECENTLY RECEIVED from NASS, and answer these questions in relation to your most recent experience... Now, I am going to ask you some questions about your experiences with NASS.

Q1. Before you received any products or services from NASS, you probably knew something about this agency. Now think back and remember your expectations of the overall quality of NASS products or services. Please give me a rating on a 10 point scale on which "1" means your expectations were "not very high" and "10" means your expectations were "very high."

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### Products and services - 2004 Benchmark

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Now, let's think about the content of the products or services you MOST RECENTLY RECEIVED from NASS...

Q2. How accurate and reliable did you find the products or services you received from NASS? Again, we will use a 10-point scale on which "1" means "not at all accurate and reliable" and "10" means "very accurate and reliable." How accurate and reliable did you find the products or services you received from NASS?

Q3. How useful did you find the information you received from NASS regarding your particular products or services? On a 10-point scale on which "1" means "not at all useful" and "10" means "very useful," how useful did you find the information you received from NASS?

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### Reports/Analysis - NEW

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Think about the reports and/or analysis from NASS that you have used in the past year. Please rate the reports/analysis from NASS on the following items. Use a 10-point scale where "1" is "poor" and "10" is "excellent." If an item does not apply to you please indicate "not applicable."

- Q4. Clarity of the writing style
- Q5. Clarity of tables and graphics, including maps
- Q6. Objective viewpoint
- Q7. Relevant for your needs
- Q8. Timeliness for your needs

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### Data - NEW

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Think about the data that you have obtained from NASS in various formats. Please rate the data from NASS on the following items. Use a 10-point scale where "1" is "poor" and "10" is "excellent."

- Q9. Meeting your information needs
- Q10. Timeliness
- Q11. Accuracy
- Q12. Credibility
- Q13. Ease of use

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#### Dissemination - 2004 Benchmark

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And next, considering the dissemination of the NASS products or services you MOST RECENTLY RECEIVED ...

- Q14. How timely and efficient was the delivery of the products or services you received? Using a 10 point scale on which "1" means "not timely and efficient" and "10" means "very timely and efficient," how timely and efficient was the delivery of your products or services?
- Q15. How difficult or easy were NASS products or services to use? Using a 10 point scale on which "1" means "very difficult" and "10" means "very easy," how difficult or easy did you find NASS products or services to use?

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#### Customer Service - 2004 Benchmark

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And thinking about customer service from NASS... (Please select 'don't know' if it does not apply)

- Q16. How courteous were NASS personnel with whom you had contact? Using a 10-point scale on which "1" means "not at all courteous" and "10" means "very courteous," how do you rate the courtesy of NASS staff?
- Q17. How professional were NASS personnel with whom you had contact in terms of being knowledgeable, helpful, and responsive? On a 10-point scale on which "1" means "not at all professional" and "10" means "very professional," how do you rate the professionalism of NASS staff?

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#### Website - NEW

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- Q18. Have you used the NASS website [www.nass.usda.gov](http://www.nass.usda.gov) in the past 12 months?
  1. Yes
  2. No
  3. Don't Know

(IF Q18=1 CONTINUE TO Q19 ELSE GO TO Q28)

- Q19. In the past 12 months did you use the NASS website to obtain existing tables and reports?
  1. Yes
  2. No
  3. Don't Know

Please rate the NASS website on the following. Use a 10-point scale where "1" is "poor" and "10" is "excellent."

Q20. Ease of accessing information/reports

Q21. Usefulness of search tool

Please think of all the information other than downloadable reports that you obtained from the NASS website in the past 12 months. Rate the information on the following items. Use a 10-point scale where "1" is "poor" and "10" is "excellent." If an item does not apply to you please indicate "not applicable."

Q22. Information being up-to-date

Q23. Ease of using information

Q24. Use of tables to present information

Q25. Have you tried to find contact information on the NASS website in order to talk with someone from NASS?

1. Yes
2. No
3. Don't Know

(IF Q25=1 CONTINUE TO Q26 ELSE GO TO Q28)

Q26. Think about when you were trying to find contact information on the NASS website please rate how easy or difficult it was to find. Use a 10-point scale where "1" means "very difficult to find" and "10" means "very easy to find."

Q27. Were you able to accomplish what you came to the site for?

1. Yes
2. No
3. Don't Know

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### Customer Service - NEW

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Q28. Have you contacted NASS in the past 12 months?

1. Yes
2. No
3. Don't Know

(IF Q28= 1 YES CONTINUE TO Q29 ELSE SKIP TO NEXT SECTION Q35)

Q29. Which means did you use to contact NASS? (Select all that apply)

1. Phone
2. E-mail
3. Mail
4. Other (Specify)

Think about the customer service that you received from NASS. Please rate the customer service on the following. Use a 10-point scale where "1" means "poor" and "10" means "excellent."

Q30. Ease of reaching customer service

Q31. Courtesy

- Q32. Knowledge
- Q33. Timeliness of response to your request
- Q34. Was your question answered?
1. Yes
  2. No
  3. Don't Know

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#### Overall Quality - 2004 Benchmark

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- Q35. Please consider your last experience with the products or services you received from NASS. Using a 10-point scale, on which "1" means "not very high" and "10" means "very high," how would you rate the OVERALL QUALITY of NASS products or services?

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#### ACSI Benchmark Questions - 2004 Benchmark

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Satisfaction includes many things. Let's move on and talk about your overall satisfaction with NASS products or services...

- Q36. First, please consider your last experience with products or services received from NASS. Using a 10-point scale on which "1" means "very dissatisfied" and "10" means "very satisfied," how SATISFIED are you with NASS products or services?
- Q37. Considering all of your expectations, to what extent have the NASS products or services you most recently received fallen short of your expectations or exceeded your expectations? Using a 10 point scale on which "1" now means "falls short of your expectations" and "10" means "exceeds your expectations," to what extent have NASS products or services fallen short of or exceeded your expectations?
- Q38. Forget NASS for a moment. Now, I want you to imagine an ideal provider of products or services like those NASS provides. (PAUSE) How well do you think NASS compares with that ideal product or service provider? Please use a 10-point scale on which "1" means "not very close to the ideal," and "10" means "very close to the ideal."

Next, I want you to think about any communication you may have had with NASS regarding complaints about your most recent experience.

- Q39. Have you complained to NASS since your most recent experience?
1. Yes
  2. No
  3. Don't know
  4. Refused

{IF Q39 = 1, ASK Q40; OTHERWISE GO TO Q41}

- Q40. How well, or poorly, was your most recent complaint handled? Using a 10-point scale on which "1" means "handled very poorly" and "10" means "handled very well," how would you rate the handling of your complaint?
- Q41. How confident are you that NASS will do a good job in the future of supplying the

products or services you received? Using a 10-point scale on which "1" means "not at all confident" and "10" means "very confident," how confident are you that NASS will do a good job supplying these products or services?

- Q42. If asked, how willing would you be to say positive things about NASS products or services to others like yourself? Using a 10 point scale on which "1" means "not at all willing" and "10" means "very willing," how willing would you be to say positive things about NASS products or services?

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Open-end Comment - NEW

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- Q43. Please provide any additional comments about NASS and the services they provide.

**Now, we like to ask a few demographic questions for categorizing responses only**

- QD1. What is your age, please?

[RECORD NUMBER OF YEARS 18-150] \_\_\_\_\_

- QD2. What is the highest level of formal education you completed? (READ CODES 1-5)

- 1 Less than high school
- 2 High school graduate
- 3 Some college or associate degree
- 4 College graduate
- 5 Post-Graduate
- 6 Don't know
- 7 Refused

- QD3. Are you of Hispanic, Latino, or Spanish origin?

- 1 Yes
- 2 No
- 3 Don't know
- 4 Refused

- QD4. Do you consider your race(s) as: (READ CODES 1-5; ACCEPT UP TO FIVE MENTIONS)

- 1 White
- 2 Black/African American
- 3 American Indian/Alaska Native
- 4 Asian
- 5 Native Hawaiian or other Pacific Islander
- 6 Other race
- 8 Don't know
- 9 Refused

- QD5. What was your total annual family income in 2006? (READ CODES 1-7 IF NECESSARY)

- 1 Under \$20,000
- 2 \$20,000 but less than \$30,000
- 3 \$30,000 but less than \$40,000
- 4 \$40,000 but less than \$60,000
- 5 \$60,000 but less than \$80,000
- 6 \$80,000 but less than \$100,000
- 7 \$100,000 or more
- 8 Don't know

9 Refused

QD6. [RECORD GENDER BY OBSERVATION]

- 1 Male
- 2 Female

Thank you for participating in the survey. NASS appreciates your taking the time to provide your feedback. Have a good day.