

## USDA National Agricultural Statistics Service (NASS) Customer Satisfaction Survey 2015

### Programming Notes

**Survey administered via email.**

**Segments to include:**

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

### Introduction

CFI Group is conducting a study on behalf of 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. Your opinions are very important for this research. Your responses will be held anonymous and never connected to your answers. Your participation is voluntary. The survey will take approximately 15 minutes and is authorized by Office of Management and Budget Control No. 1090-0007 which expires on March 31, 2015.

QA. Have you used any of the products or services provided by the National Agricultural Statistics Service such as agricultural data, news releases, or summary documents in the last year?

- 1 Yes
- 4 No (**TERMINATE**)

QB. Which of the following products or services have you used or received from NASS in the last year? (Select all that apply)

- 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 News Releases
- 7 Summary documents such as fact sheets or highlights, etc.
- 8 Other Services (please specify) \_\_\_\_\_

QC. Which one of the following is your preferred **method** for receiving **reports and data** from NASS?

1. NASS website
2. E-mail subscription
3. Twitter alerts
4. Third party such as news media, market analysts, researchers
5. API
6. Other (please specify) \_\_\_\_\_

QD. Which one of the following is your preferred **format** for receiving **data** from NASS?

- 1 ASCII
- 2 CSV Comma Delimited
- 3 HTML
- 4 PDF
- 5 TXT
- 6 XML
- 7 JSON
- 8 Other (please specify)\_\_\_\_\_

QE. What is your preferred **format** for receiving **reports** from NASS?

- 1 HTML
- 2 PDF
- 3 Word
- 4 TXT

QF. Can you identify NASS as the source of the information on the materials you have received?

- 1 Yes
- 2 No

QG. On a scale from 1 to 10 where 1 is Not at all and 10 is Very Much so, please rate the degree to which your use of the data is affected based on whether you know it is from NASS vs. a third party.

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#### Expectations of quality – 2004 and 2008 Benchmark

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For the rest of the questions in this survey, please keep in mind the specific products or services you received from NASS in the last year, and answer these questions in relation to your most recent experience.

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. On a 10 point scale on which "1" means your expectations were "not very high" and "10" means your expectations were "very high.", please rate your expectations.

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#### Products and services – 2004 and 2008 Benchmark

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Now, please think about the content of the products or services you received from NASS in the last year.

Q2. Using 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. 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 - 2008 Benchmark

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Q4a. Did you use reports and/or analysis from NASS in the past year?

- 1 Yes
- 2 No (**skip to next section**)

Think about the reports and/or analysis from NASS that you have used in the past year. Using a 10-point scale where "1" is "poor" and "10" is "excellent", please rate the reports/analysis from NASS on the following items:

- 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 - 2008 Benchmark**

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- Q9a. Did you use data from NASS in the past year?
- 1 Yes
  - 2 No **(skip to next section)**

Think about the data that you have obtained from NASS in various formats. Using a 10-point scale where “1” is “poor” and “10” is “excellent”, please rate the data from NASS on the following items:

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

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**Website - 2008 Benchmark**

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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 **(skip to Q29)**
  - 3. Don't Know

- 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
- Q22. Speed of Web site
- Q23. Ease of navigation

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.”

- 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 **(Skip to Q27)**
- Q26. Think about when you were trying to find contact information on the NASS website. Use a 10-point scale where "1" means "very difficult to find" and "10" means "very easy to find", please rate how easy or difficult it was to find this contact information.
- Q27. Were you able to accomplish what you came to the website for?
1. Yes
  2. No
  3. Don't Know

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**Customer Service - 2008 Benchmark**

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- Q28. Have you contacted NASS in the past 12 months?
1. Yes
  2. No **(Skip to Data Collection)**
- Q29a. Did you contact a field office, or the national headquarters?
1. Field office
  2. National headquarters
  3. Don't know
- Q29. How have you contacted NASS in the past 12 months? (Select all that apply)
1. Phone
  2. E-mail
  3. Mail
  4. Twitter
  5. 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. Accuracy
- Q34. Timeliness of response to your request
- Q34a. Professionalism

Q35. Was your question answered?

1. Yes
2. No

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#### Data Collection

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D1. NASS collects data by phone, Internet, face to face, and mail. Have you been contacted recently by NASS to collect agricultural or farm information via one of these methods?

- 1 Yes
- 2 No

D2. Were you contacted by phone?

- 1 Yes
- 2 No **(skip to D6)**

Please rate the person you spoke with on the following using a scale from 1 to 10 where 1 is Poor and 10 is Excellent.

- D3. Knowledge about your commodity  
D4. Courteousness

D5. Did you provide the requested information?

- 1 Yes
- 2 No

D6. Which one of the following modes do you prefer to use when responding to NASS surveys?

- 1 Phone
- 2 Face to Face
- 3 Internet
- 4 Mail

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#### Overall Quality - 2004 and 2008 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 and 2008 Benchmark

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Satisfaction includes many things. Now you will be asked to rate your overall satisfaction with NASS products or services...

Q36. Please consider your 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. 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, imagine an ideal provider of products or services like those NASS provides. 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, please 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 (**skip to Q41**)

Q40. 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. 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. 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 - 2008 Benchmark

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

**Now, we would like to ask a few demographic questions solely to categorize responses.**

QD1. What is your age? (**Drop down to include ages 18-110**)

QD2. What is the highest level of formal education you have completed?

- 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

QD3. Which one of the following best describes yourself as a user of NASS data?

- 1. Government official
- 2. Commodity or agriculture industry representative
- 3. Farmer or rancher
- 4. Market analyst or Agribusiness
- 5. Research or Academia
- 6. Other

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