

USDA Rural Development  
State Level Pilot  
Customer Satisfaction Survey 2014  
2-27-15

- Administrative notes in bold. Not transparent to respondent.

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## Introduction

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Thank you in advance for taking the time to provide us with your feedback. USDA Rural Development's mission is to increase economic opportunity and improve the quality of life for all rural Americans. Gathering your feedback helps to ensure that we are delivering on our mission to you and to all of Rural America.

USDA Rural Development is an equal opportunity provider and employer. Please click **here** to view our nondiscrimination statement.

CFI Group, an independent third-party research group, is administering this survey. This brief survey asks about your satisfaction with our products and services as well as ways that we can improve our service to you. Your answers will remain anonymous and will be combined with those from other respondents for research and evaluation purposes only.

The survey will take approximately 10-12 minutes and is authorized by Office of Management and Budget Control No. 1090-0007 which expires on March 31, 2015.

**[Programming note: 'here' links to  
<http://www.rurdev.usda.gov/Web%20Pages/RURDEV/nondis.htm>]**

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Demographic-1

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**What was the response method? (This question is indexed by the surveyor)**

- ▶ In-Person
- ▶ Mail
- ▶ Phone
- ▶ Web-Based

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Demographic-2

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**Are you filling out this survey for yourself or someone else?**

- ▶ Myself
- ▶ I'm representing someone else
- ▶ I'm representing an organization

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Application

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**Have you applied for any USDA programs within the last 3 years? Please select the answer that most closely**

- ▶ Yes, it's complete
- ▶ Yes, I have an application pending
- ▶ Yes, I'm trying to submit an application right now
- ▶ No, but I was looking for information within the last 3 years
- ▶ No, but I'm interested in working with the USDA

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Outreach

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**Did you request information in a language other than English from a USDA rep?**

- ▶ Yes
  - ▶ Which Language \_\_\_\_\_
- ▶ No

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Demographic

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**Which programs have you been involved with or researched?**

- ▶ Single Family Housing
- ▶ Multi-Family Housing
- ▶ Rural Business
- ▶ Rural Utilities
- ▶ Community Economic Development
- ▶ Other
- ▶ N/A

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Outreach-1

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**How did you first hear about our programs?**

- ▶ Personal Referral
- ▶ Professional Referral
- ▶ Internet Search
- ▶ Webinar or other internet event
- ▶ Advertising other than internet

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Outreach-2

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**How did you submit your application?**

- ▶ In Person – USDA office
  - ▶ How long was the drive (minutes)?
- ▶ In-Person –Mutually agreed location
  - ▶ How long was the drive (minutes)?

- ▶ Over the phone
- ▶ By mail
- ▶ On the internet
- ▶ Other
- ▶ N/A

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#### Complexity-1

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##### **How difficult was it to complete the application?**

- ▶ Easy
- ▶ Fairly Easy
- ▶ Expected level of difficulty
- ▶ Fairly Hard
- ▶ Hard
- ▶ N/A

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#### Complexity-2

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##### **How much paperwork was involved in your application?**

- ▶ A lot less than expected
- ▶ Less than expected
- ▶ The expected amount
- ▶ More than expected
- ▶ A lot more than expected
- ▶ N/A

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#### Communication-1

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##### **How was the overall *quantity* of communication from the USDA during the process?**

- ▶ Too Much
- ▶ More than expected
- ▶ Just Right
- ▶ Less than expected
- ▶ Too Little
- ▶ N/A

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#### Communication-2

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##### **How was the overall *quality* of communication from the USDA during the process?**

- ▶ Polite and Informative
- ▶ Just Informative
- ▶ Just polite
- ▶ Neither of those things
- ▶ There wasn't any

- ▶ N/A

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Complexity-3

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**Were the terms of the application made clear to you throughout the process?**

- ▶ Everything was clear in writing and verbally (both)
- ▶ Everything was clear in writing
- ▶ Everything was clear verbally
- ▶ I had a difficult time understanding what was expected of me
- ▶ I completely misunderstood the terms
- ▶ N/A

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Communication-3

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**Did the USDA inform you of any further application requirements in a timely manner?**

- ▶ Way ahead of time
- ▶ Just in time
- ▶ Way behind
- ▶ Not at all
- ▶ N/A

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Timeliness & Courtesy-1

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**Was the USDA rep respectful of your time?**

- ▶ Yes
- ▶ No
  - ▶ We would love to hear about it \_\_\_\_
- ▶ N/A

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Timeliness & Courtesy-2

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**Did your USDA rep treat your needs with importance?**

- ▶ Yes
- ▶ No
  - ▶ We would love to hear about it \_\_\_\_
- ▶ N/A

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Timeliness & Courtesy-3

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**How long did it take the USDA to give you a decision on your application?**

- ▶ Much faster than I expected
- ▶ Slightly faster than I expected
- ▶ On par with what I expected
- ▶ Slightly slower than I expected

- ▶ Much slower than I expected
- ▶ N/A

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LINC (Lender Interactive Network Connection)

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**LINC1. Have you used USDA LINC (Lender Interactive Network Connection) in the last year?**

1. Yes
2. No (**Skip to Satisfaction Control Question**)

Think about your experience using LINC. On a scale from “1” to “10” where “1” means “poor” and “10” means “excellent” please rate the following:

LINC2. Ease of navigating LINC

LINC3. Accomplishing what I needed to on LINC

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ACSI

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**Was the application approved or rejected?**

- ▶ Approved
- ▶ Rejected
  - ▶ Do you believe the USDA could have done more to help you get approval for your application?
    - ▶ Y or N
    - ▶ If so why? \_\_\_\_\_
- ▶ Eligible without funding
- ▶ Application withdrawn
  - ▶ Why? \_\_\_\_\_
- ▶ Other (ex N/A)\_\_\_\_\_

ACSI1. Overall, how satisfied are you with USDA Rural Development? Please use a scale from 1 to 10, where 1 is *very dissatisfied* and 10 is *very satisfied*?

ACSI2. How well do the programs and services from USDA Rural Development meet your expectations? Please use a scale from 1 to 10, where 1 means *falls short of expectations* and 10 means *exceeds expectations*.

ACSI3. How does USDA Rural Development compare to the ideal agency or organization that promotes economic opportunity and improvement of the quality of life for in rural Americans? Please use a scale from 1 to 10, where 1 means *not very close to the ideal* and 10 means *very close to the ideal*.

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Outcomes

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**Would you apply to any USDA Rural Development programs again in the future?**

- ▶ Yes, I would
- ▶ Probably
- ▶ No, I don't believe I will have a future need

USDA Rural Development

- ▶ Probably not
- ▶ Definitely not, I'm wholly dissatisfied
- ▶ Comments \_\_\_\_\_

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Open End

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OE1. **Do you have any additional comments?**