

2012 Census of Agriculture Data Release Communications Survey



USDA's National Agricultural Statistics Service (NASS) is committed to providing useful, reliable, and accessible data products to users like you. In 2014, NASS released a number of data products and tools featuring 2012 Census of Agriculture data. Please take a few minutes to complete this survey to help us improve future Census of Agriculture data products and tools.

OMB No. 0503-0021: Approval Expires on 02/28/2018

The information you provide will be used for statistical purposes only. In accordance with the Confidential Information Protection provisions of Title V, Subtitle A, Public Law 107-347 and other applicable Federal laws, your responses will be kept confidential and will not be disclosed in identifiable form to anyone other than employees or agents. By law, every employee and agent has taken an oath and is subject to a jail term, a fine, or both if he or she willfully discloses ANY identifiable information about you or your operation. Response is voluntary.

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a valid OMB control number. The valid OMB number is 0503-0021. The time required to complete this information collection is estimated to average 25 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.

1. Please select the job category that best describes your position.

Farmer (primary occupation)

Association representative

Member of the media

Policy maker or legislator

Government employee

University or academia

Other (Please specify)

2. How did you hear about the 2012 Census of Agriculture results? (check all that apply)

Census of Agriculture website (<http://www.agcensus.usda.gov>)

Twitter (@nass_usda)

Facebook (<http://www.facebook.com/USDA>)

NASS staff

News media (radio, newspaper, online publications, etc.)

I have not heard about the 2012 Census of Agriculture results.

Other (Please specify)

NASS produced a number of [infographics](#) featuring 2012 Census of Agriculture data. Please answer the following questions about census infographics.

3. Did you know the [infographics](#) were available?

Yes

No

4. Did you find the [infographics](#) useful? If yes, how did you use them?

Yes

No

I did not use the census infographics.

5. Please provide any additional comments/suggestions regarding the census [infographics](#) in the text box below:

NASS also released a number of **highlights** featuring 2012 Census of Agriculture data. Please answer the following questions about census highlights.

6. Did you know the **highlights** were available?

Yes

No

7. Did you find the **highlights** useful? If yes, how did you use them?

Yes

No

I did not use the census highlights.

8. What additional topics (if any) would you like to see addressed in future census **highlights**?

In May 2014, NASS hosted a national webcast announcing the results of the 2012 Census of Agriculture. Please answer the following questions about the census webcast.

9. Were you aware of the webcast?

Yes

No

10. Did you watch the webcast?

Yes

No

11. Please provide any additional comments/suggestions regarding the census webcast in the text box below:

NASS produced a database of [Frequently Asked Questions \(FAQs\)](#) for the 2012 Census of Agriculture. Please answer the following questions about the census Frequently Asked Questions (FAQs).

12. Did you know the [Frequently Asked Questions \(FAQs\)](#) for the 2012 Census of Agriculture were available?

Yes

No

13. Did the [Frequently Asked Questions \(FAQs\)](#) for the 2012 Census of Agriculture answer your questions? If no, what information were you looking for?

Yes

No

I did not use the Frequently Asked Questions (FAQs).

14. Please provide any additional comments/suggestions regarding the census [Frequently Asked Questions \(FAQs\)](#) in the text box below:

15. What is your preferred method for receiving Census of Agriculture information? (check all that apply)

Email

Census of Agriculture website (<http://www.agcensus.usda.gov>)

Facebook (<http://www.facebook.com/USDA>)

Twitter (@nass_usda)

Other (Please specify)

16. Overall, how would you rate the following census data products and tools?

	Very good	Good	Fair	Poor	Very poor	I did not use this tool.
Census infographics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Census highlights	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Census data release webcast	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Census frequently asked questions (FAQs)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ALL census data products and tools	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

17. Please provide any additional comments/suggestions regarding the release of the 2012 Census of Agriculture results in the text box below:

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