

USDA Market News Customer Satisfaction Survey 2015 Final 5-19-15

Introduction

Thank you in advance for taking the time to provide us with your feedback. The USDA Market News is committed to providing you, our customers, with information that meets your needs. Gathering your feedback helps to ensure that we are delivering on our commitment to you.

This survey is being administered by CFI Group, an independent third-party research group. 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.

This survey is authorized by the U.S. Office of Management and Budget Control No. 1090-0007, which expires May 31, 2018.

Screener: Have you used USDA Market News information in the past 12 months?

1. Yes (**CONTINUE to Q1**)
2. No (**TERMINATE SURVEY**)
3. Don't Know (**TERMINATE SURVEY**)

Areas of Interest

Q1. Which of the following USDA Market News commodity areas is your primary area of interest?
(Select one)

1. Fruit, vegetables and ornamental crops
2. Poultry and eggs
3. Livestock, meat, and grains
4. Cotton and tobacco
5. Dairy
6. Other (please specify)

Q2. How frequently do you receive or access information from USDA Market News?

1. At least once a day
2. At least a few times a week
3. About once a week
4. About once a month or less

Q3. How do you use USDA Market News information? (Select all that apply)

1. Assist in resolving legal disputes
2. Determine commodity values for business purposes (e.g., assess loan values, settle insurance claims, settle contract payments, compute final prices under formula pricing arrangements)
3. Plan for production intentions
4. Analyze markets
5. Assist in analysis and decision-making for policy
6. Gain or maintain general market awareness
7. Develop marketing strategy
8. Establish product prices (e.g., for markets/sale to consumers)
9. Assist in gauging the effectiveness of marketing or promotional campaigns
10. Other (please specify)

Q4. To what extent does USDA Market News information influence or impact your business? Please use a scale from 1 to 10 where 1 means very little influence and 10 means great deal of influence. **(Programming Note: Include N/A)**

Access

Q5. How do you receive or access USDA Market News information? (Select all that apply)

1. E-mail
2. USDA Market News Portal/website
3. Website other than USDA
4. Fax
5. Mass Media – including radio, television and periodicals
6. SMS messaging
7. App for a mobile device, such as smartphone or iPad
8. Social media, such as Facebook or Twitter
9. Other (please specify)

Q5a. **(Programming Note: Individuals should only rate their selections in Q5. Also include N/A with scale).** On a scale from 1 to 10 where 1 is poor and 10 is excellent, please rate the quality of USDA Market News information via each of the following:

1. E-mail
2. USDA Market News Portal/website
3. Website other than USDA
4. Fax
5. Mass Media – including radio, television and periodicals
6. SMS messaging
7. App for a mobile device such as a smartphone or iPad
8. Social media, such as Facebook or Twitter
9. Other (Specify)

Q6. Have you participated in or used the USDA News webinars or online tutorials on how to access and use reports and information?

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

Reporting of USDA Market Information

(IF Q5 = 1, 2, 4 ASK Q7-Q10, otherwise go to Q11)

Thinking only about the ways that you receive or access reports and information from **USDA Market News** and not those ways you may receive or access market reports and information from other sources, please rate the USDA market reporting mechanisms on the following. Use a scale from 1 to 10 where 1 means poor and 10 means excellent. **(Programming Note: Include N/A)**

Q7. Clarity of tables and graphics

Q8. Layout being easy to read and use

Q9. Ease of finding the reports and information that you are seeking

Q10. Ability to perform custom queries for information

Quality of Information

Thinking about the quality of information that you receive or access from USDA Market News, please use a scale from 1 to 10 where 1 means poor and 10 means excellent to rate the information on the following: **(Programming Note: Include N/A)**

- Q11. Information being available in a timely manner
- Q12. Information being reliable and accurate
- Q13. Relevance of information to your needs
- Q14. Information being impartial and free from bias

Types of information

Q15. Please select the types of information that you use from the following (select all that apply).

- 1. Organic market information
- 2. Retail advertised specials
- 3. International market information
- 4. Auction markets
- 5. Direct trade
- 6. Wholesale markets
- 7. Shipping point market information
- 8. Movement
- 9. Inventory
- 10. Other (please specify)

Q16. (Programming Note: Individuals should only rate their selections in Q15. Also include N/A with scale. Also include N/A with scale). On a scale from 1 to 10 where 1 means poor and 10 means excellent, please rate the types of USDA Market News information you use:

- 1. Organic market information
- 2. Retail advertised specials
- 3. International market information
- 4. Auction markets
- 5. Direct trade
- 6. Wholesale markets
- 7. Shipping point market information
- 8. Movement
- 9. Inventory
- 10. Other (please specify)

Q17. Please select the types of information on local and regional food systems that you use from the following list (select all that apply).

- 1. Farmers Markets
- 2. Farm 2 School
- 3. Farmers Auctions
- 4. Food Hubs
- 5. Direct to Retail/Farm Gate
- 6. Other
- 7. None of the Above

Q18. (Programming Note: Individuals should only rate their selections in Q17. If Q17 = None of the Above, skip Q18, go to Customer Service section. Also include N/A with scale). On a scale from 1 to 10 where 1 means poor and 10 means excellent, please rate the types of USDA Market News information on local and regional food systems that you use:

- 1. Farmers Markets
- 2. Farm 2 School
- 3. Farmers Auctions
- 4. Food Hubs
- 5. Direct to Retail/Farm Gate
- 6. Other

Customer Service

Q19. Have you contacted a representative of USDA Market News in the past 12 months with a question or a request for service?

1. Yes **(CONTINUE TO Q20)**
2. No **(SKIP TO Q24)**
3. Don't Know **(SKIP TO Q24)**

Thinking about the customer service that you received from USDA Market News, please rate USDA Market News on the following using a scale from "1" to "10" where "1" means "poor" and "10" means "excellent." **(Programming Note: Include N/A)**

Q20. Courtesy of individual(s) who helped you

Q21. Knowledge of USDA Market News staff

Q22. Timeliness in responding to your question or request

Q23. Effectiveness in resolving your question or request

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Q24. Overall, how satisfied are you with the services from USDA Market News? Please use a scale from 1 to 10, where 1 is very dissatisfied and 10 is very satisfied? **(Programming Note: Include N/A)**

Q25. How well do the services from USDA Market News meet your expectations? Please use a scale from 1 to 10, where 1 means falls short of expectations and 10 means exceeds expectations.

(Programming Note: Include N/A)

Q26. How do the services from USDA Market News compare to the ideal? 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. **(Programming Note: Include N/A)**

Outcomes

Q27. Using a 10-point scale where 1 means not very likely and 10 means very likely, please rate how likely are you to recommend USDA Market News to others, if you were asked? **(Programming Note: Include N/A)**

Q28. Please rate how confident you are in using information and reports that you receive from USDA Market News. Use a scale from 1 to 10 where 1 is not very confident and 10 is very confident.

(Programming Note: Include N/A)

Demographics

Q29. Please indicate which of the following best describes you. (Select all that apply)

1. Producer
2. Processor
3. Marketer
4. Distributor
5. Retailer
6. Government
7. Researcher/Analyst
8. Media
9. Educator/extension
10. Other (specify)

Open End

Q30. If USDA Market News no longer provided this service, how would you obtain the information you need for your business?

Q31. Please share any other comments that you have about USDA Market News.

Close

We thank you for your time spent taking this survey. Your response has been recorded.