

USDA Web Monitor Survey

Using the American Customer Satisfaction Index (ACSI)

FINAL_ 8/26/15

Pop-up Invitation Text

You have been selected to take part in a brief customer satisfaction survey. This survey is being conducted by CFI Group, an independent research company, and should take no more than 5 minutes to complete. The feedback obtained from this survey will help us enhance the website experience for our customers. Your responses will be held completely anonymous, and you will never be identified by name. This survey is authorized by the U.S. Office of Management and Budget Control No 1090-0007 which expires 5/31/18. Please take a moment to tell us about your experience.

Screener

Q1. Are you at least 18 years of age?

Yes	1	
No	2	[THANK AND TERMINATE]

Introductory Questions

Q2. What was your primary purpose in coming to the USDA Rural Development website today?

Find a specific publication	1
Browse publications	2
Find information about buying a home	3
Find contact information	4
Obtain general information about Rural Development	5
Other (Please specify)	6

Q3. How frequently do you visit the USDA Rural Development website?

This is my first visit	1
Daily or more	2
Several times a week	3
Weekly	4
2-3 times a month	5
Monthly	6
Every few months or less	7

Q4. **{Ask if Q3 response = 2 – 7 only}** Have you noticed any changes to this website since your last visit?

Yes	1
No	2
Not sure	3

Look and Feel

Q5. Please think about the look and feel of the USDA Rural Development website. Using a scale from 1 to 10 where 1 is "Poor," and 10 is "Excellent," please rate this website on the following:

(Select one for each row)

	Poor 1	2	3	4	5	6	7	8	9	Excellent 10	Don't Know
The ease of reading information on the site											
The clarity of the site's organization											
The visual appeal of the site											

Navigation

Q6. Think about navigating the USDA Rural Development website. Using a scale from 1 to 10 where 1 is "Poor," and 10 is "Excellent," please rate this website on the following:

(Select one for each row)

	Poor 1	2	3	4	5	6	7	8	9	Excellent 10	Don't Know
The ability to find the information you want											
The clarity of site's menus and links											
The ease of navigation											

Q7. **{Ask if Q3 response = 2 – 7 only}** How would you rate the site navigation since your last visit?

Much easier to navigate	1
Somewhat easier to navigate	2
About the same	3
Somewhat more difficult to navigate	4
Much more difficult to navigate	5
Not sure	6

Search

Q8. Thinking about the Search function on the USDA Rural Development website and using the same 1 to 10 scale where 1 is “Poor,” and 10 is “Excellent,” please rate the following:

(Select one for each row)

	Poor 1	2	3	4	5	6	7	8	9	Excellent 10	Don't Know
The organization of search results											
The relevance of search results											
Ease of finding the search box											

Functionality

Q9. Consider the Features and Functions available on the USDA Rural Development website and using the same 1 to 10 scale where 1 is “Poor,” and 10 is “Excellent,” please rate the following:

(Select one for each row)

	Poor 1	2	3	4	5	6	7	8	9	Excellent 10	Don't Know
The usefulness of the features/services on this site											
How well the site's functionality helps you accomplish your task(s)											

Content

Q10. Consider the site's content. Using the same 1 to 10 scale where 1 is "Poor," and 10 is "Excellent," please rate the following:

(Select one for each row)

	Poor 1	2	3	4	5	6	7	8	9	Excellent 10	Don't Know
The accuracy of information provided											
The quality of information provided											
The freshness of the content											

Site Performance

Q11. Now consider the performance of the website itself. Using a scale from 1 to 10 where 1 is "Poor," and 10 is "Excellent," please rate the site on the following:

(Select one for each row)

	Poor 1	2	3	4	5	6	7	8	9	Excellent 10	Don't Know
The speed of page loads											
The consistency of speed from page to page											

Customer Satisfaction Index (CSI)

Q12. Now, please consider your overall experience with the USDA Rural Development website. Using a 10-point scale where 1 means "Very Dissatisfied" and 10 means "Very Satisfied," how satisfied are you with this website?

	Very Dissatisfied 1	2	3	4	5	6	7	8	9	Very Satisfied 10
Overall Satisfaction with USDA Rural Development website										

Q13. Using a 10-point scale where 1 now means “Falls Short Of Your Expectations” and 10 means “Exceeds Your Expectations,” to what extent has the USDA Rural Development website fallen short of or exceeded your expectations?

	Falls Short Of Your Expectations 1	2	3	4	5	6	7	8	9	Exceeds Your Expectations 10
How well USDA Rural Development website has met your expectations										

Q14. Now, think about an ideal website. Using a 10-point scale where 1 means “Not Very Close to the Ideal,” and 10 means “Very Close to the Ideal,” how well do you think USDA Rural Development website compares with that ideal website?

	Not Very Close to the Ideal 1	2	3	4	5	6	7	8	9	Very Close to the Ideal 10
Satisfaction with USDA Rural Development website compared to an ideal website										

Outcome Measures

Q15. On a scale from 1 to 10 where 1 means “Not at All Likely” and 10 means “Very Likely,” please indicate how likely you are to:

	Not at All Likely 1	2	3	4	5	6	7	8	9	Very Likely 10	Don't Know
Return to this site?											
Recommend this site to someone else?											

Additional Questions and Demographics

We're almost done. We would like to ask you a few more questions:

Q16. Which areas of the website did you visit today? Select all that apply

About RD	1
Programs and Services	2
Browse by State	3
Newsroom	4
Publications	5
Contact Us	6
Other (Please specify)	7

Q17. Were you able to accomplish what you came to the USDA Rural Development website for today?

Yes	1
No	2

Q18. **[If above is "No"]** Why were you not able to accomplish what you came to the site for? [Open End]

Q19. What is the next step you will take after having visited the USDA Rural Development website?

Contact the National office	1
Contact the State office	2
Read application guide	3
Read program materials	4
Other (Please specify)	5

Q20. What is your gender?

Male	1
Female	2
Prefer not to answer	3

Q21. In which state do you reside? [Select from drop-down]

Q22. Would you prefer to have this website available in a language other than English?

Yes	1
No	2
Do not care	3

Q23. Which other language would you most prefer? **{Ask only if above question answered Yes}**

Arabic	1
Chinese (Mandarin or Cantonese)	2
French	3
German	4
Italian	5
Korean	6
Russian	7
Spanish	8
Tagalog	9
Vietnamese	10
Other (Please specify)	11

Close

Q24. Using the box below, please provide any comments you would like to provide about the USDA Rural Development website.
[TEXT BOX]

Those are all the questions we have. Please click "Submit" below to finalize your responses. Thank you for your participation!