

USDA Market News Customer Satisfaction Survey 2018

Introduction

Thank you in advance for taking the time to provide us with your feedback. The USDA Market News Service 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 September 30, 2021.

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

Q4. What reports or information do you most commonly access or receive from USDA Market News?

1. Standard reports
2. Customized reports
3. Current data
4. Historical data
5. Market commentary
6. Movement data (shipments and imports)
7. Other (please specify)

Q5. 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)

Q6. How would you rate the value of the reports and information that you get from USDA Market News? Please use the scale of 1 to 10 where 1 means very little value and 10 means extremely valuable.

Access

Q7. How do you receive or access USDA Market News information? (Select all that apply)

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

Q8a. **(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 subscription
2. USDA Market News Portal/website
3. Text
4. Social media, such as Twitter or Facebook
5. Mass Media – including radio, television and periodicals
6. App for a mobile device, such as smartphone or iPad
7. Website other than USDA
8. API (application programming interface)
9. Other (please specify)

Q9. Have you participated in or used the USDA News webinars or online tutorials on how to access and use reports and information? (If Q9 is YES, then go to Q10, otherwise go to Q11)

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

Q10. How useful was the webinar or online tutorial that you participated in? On a scale from 1 to 10 where 1 is not useful and 10 is extremely useful.

Reporting of USDA Market Information

(IF Q7 = 1, 2 ASK Q11-Q14, otherwise go to Q15)

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)**

Q11. Clarity of tables and graphics

Q12. Layout being easy to read and use

Q13. Ease of finding the reports and information that you are seeking

Q14. 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)**

- Q15. Information being available in a timely manner
- Q16. Information being reliable and accurate
- Q17. Relevance of information to your needs
- Q18. Information being impartial and free from bias

Types of information

Q19. Please select the types of information that you use from the following (select all that apply).

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

Q20. **(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. Direct Trade
- 2. Wholesale markets
- 3. Shipping point market information
- 4. Auction markets
- 5. Retail advertised specials
- 6. Movement (shipments and imports)
- 7. Inventory/supplies
- 8. Organic
- 9. International market information
- 10. Other (please specify)

Q21. 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

Q22. **(Programming Note: Individuals should only rate their selections in Q21. If Q21 = None of the Above, skip Q22, 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

Q23. Have you contacted a representative of USDA Market News by phone, email, text or in-person in the past 12 months with a question or a request for service?

1. Yes **(CONTINUE TO Q24)**
2. No **(SKIP TO Q28)**
3. Don't Know **(SKIP TO Q28)**

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)**

Q24. Courtesy of individual(s) who helped you

Q25. Knowledge of USDA Market News staff

Q26. Timeliness in responding to your question or request

Q27. Effectiveness in resolving your question or request

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Q28. 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)**

Q29. 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)

Q30. 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

Q31. 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)**

Q32. 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

Q33. 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

Q34. If USDA Market News no longer provided this service, how would you obtain the information you need for your business?

Q35. What additions or improvements would increase the value of USDA Market News to you or your business?

Q36. 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.

