

USDA National Agricultural Statistics Service (NASS) Customer Satisfaction Survey 2020

Programming Notes

Survey administered via email.

Segments to Include: TBD

Introduction

CFI Group is conducting a study on behalf of the USDA's National Agricultural Statistics Service (NASS). The purpose of the research is to help this government agency improve its products and services to you and to people like you who receive these products and services. Your opinions are very important for this research. Your responses will be held anonymous and never connected to your answers. Your participation is voluntary. The survey will take approximately 15 minutes and is authorized by the U.S. Office of Management and Budget Control No. 1090-0007, which expires on September 30, 2021.

QA. Have you used any of the products or services provided by the National Agricultural Statistics Service such as agricultural data, news releases, or summary documents in the last year?

- 1 Yes
- 2 No (**TERMINATE**)

QB. Which of the following products or services have you used or received from NASS in the last year? (Select all that apply)

- 1 Agricultural Statistics in reports available on the NASS website
- 2 Online data query tool (Quick Stats)
- 3 Highlights of NASS Data <https://www.nass.usda.gov/Publications/Highlights/index.php>
- 4 Executive Briefings of NASS Releases
https://www.nass.usda.gov/Newsroom/Executive_Briefings/index.php
- 5 The Application Programming Interface (API)
- 6 The Cropland Data Layer (CDL)
- 7 NASS Communications via Social Media (Twitter Feed, Stat Chat)
- 8 Custom Data Products (special tabulation)
- 9 NASS Data Lab
- 10 Survey or data collection service conducted for you
- 11 Other data product (please specify)
- 12 Other NASS Service (please specify)

QB2 Which of the products and services from the list above is the most important for your needs? (Only show selections made in QB)

- 1 Agricultural Statistics in reports available on the NASS website
- 2 Online data query tool (Quick Stats)
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- 5 The Application Programming Interface (API)
- 6 The Cropland Data Layer (CDL)
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- 8 Custom Data Products (special tabulation)
- 9 NASS Data Lab
- 10 Survey or data collection service conducted for you
- 11 Other data product (please specify)
- 12 Other NASS Service (please specify)

QC. Which of the following formats **do you use** for accessing NASS information? (Select all that apply)

1. ASCII
2. CSV Comma Delimited
3. HTML
4. Word
5. PDF
6. TXT
7. XML
8. JSON
9. Other (please specify) _____

QD Can you identify NASS as the source of the information on the materials you have received?

- 1 Yes
- 2 No

Products and Services - ASKED OF ALL RESPONDENTS

Now, please think about the content of all products or services you received from NASS in the last year. Using a 10-point scale where "1" is "poor" and "10" is "excellent", please rate the following:

- PS1. The accuracy of the products or services you received from NASS
- PS2. The timeliness of the products or services you received from NASS
- PS3. The usefulness of the information you received from NASS
- PS4. The availability of the data you need
- PS5. The amount of time required to find the data you need
- PS6. The frequency of the delivery of the data you need
- PS7. The availability of data that you need at the geographic level you need it (State, County, etc)
- PS8. Data visuals provided by NASS meet my needs

General Service Receiver Questions/Results - ASKED OF ONLY SERVICE RECEIVERS (QB2= 8-10 or 12)

Thinking only about the service you received from NASS that was most important to you and using a 10-point scale where "1" is "poor" and "10" is "excellent" please rate the following:

- GS1 Ease of requesting this service
- GS2 Quality of the service you received
- GS3 The amount of time required to complete your service
- GS4 The availability of services you needed
- GS5 The helpfulness of the employees you interacted with
- GS6 The treatment you received

Website - ASKED OF ALL RESPONDENTS

W1. Do you access the NASS Website?

- 1. Yes
- 2. No (skip to next section)

W2. Please select which of the following that best describes the frequency with which you visit the website.

- 1. Weekly
- 2. Monthly
- 3. Annually

Please rate the NASS website on the following, using a 10-point scale where "1" is "poor" and "10" is "excellent."

- W3. Ease of accessing information/reports
- W4. Usefulness of search tool
- W5. Speed of Web site
- W6. Ease of navigation

W7. Were you able to accomplish what you came to the website for?

- 1. Yes
- 2. Sometimes
- 3. No

Agricultural Statistics in Reports Available on the NASS Website - ASKED OF DATA USERS WHO CHOOSE QB2=1

Please rate the Agricultural Statistics in reports available on the NASS website on the following, using a 10-point scale where "1" is "poor" and "10" is "excellent."

- AS1. Clarity of writing style
 - AS2. Clarity of tables, graphics, and maps
 - AS3. Objectivity of the reports
 - AS4. Relevancy to your needs

 - AS5. Do you typically access reports from Cornell website <https://usda.library.cornell.edu> ?
- 1. Yes
 - 2. No
 - 3. Don't Know

Quick Stats Data Query Tool - ASKED OF DATA USERS WHO CHOOSE QB2=2

Thinking about your experience with the Quick Stats Data Query Tool and using a 10-point scale where "1" is "poor" and "10" is "excellent" please rate the tool on the following:

- QS1. Usability of the tool
- QS2. Data display/layout
- QS3. Formats available for download
- QS4. Timeliness of data available in Quick Stats

Highlights - ASKED OF DATA USERS CHOOSE QB2=3

Based on your experience, please rate NASS Highlights on the following, using a 10-point scale where "1" is "poor" and "10" is "excellent."

- HL1. Clarity of writing style
- HL2. Clarity of tables, graphics, and maps
- HL3. Objectivity
- HL4. Relevancy to your needs

Executive Briefings - ASKED OF DATA USERS ONLY WHO CHOOSE QB2=4

Based on your experience with NASS Executive Briefings, please rate the following, using a 10-point scale where "1" is "poor" and "10" is "excellent."

- EB1. Clarity of tables, graphics, and maps
- EB2. Objectivity
- EB3. Relevancy to your needs

The API (Data User Category) - ASKED OF DATA USERS ONLY WHO CHOOSE QB2=5

Thinking about your experience with the API, please rate the NASS API on the following, using a 10-point scale where "1" is "poor" and "10" is "excellent."

- AP1. Clarity of how to request an API key
- AP2. Sufficiency of documentation for users
- AP3. The current limit on the query items returned
- AP4. Speed of data returned through the API
- AP5. Timeliness of data available

The Cropland Data Layer (CDL) - ASKED OF DATA USERS ONLY WHO CHOOSE QB2=6

Based on your experience, please rate the Cropland Data Layer on the following, using a 10-point scale where "1" is "poor" and "10" is "excellent."

- CD1. Timeliness of Cropland Data Layer release
- CD2. Sufficiency of Cropland Data Layer resolutions
- CD3. CropScape's webmapping service
- CD4. The quality of the Cropland Data Layer

The Social Media - ASKED OF DATA USERS ONLY & RESPONDENTS WHO CHOOSE QB2=7

Thinking about your experience, please rate the NASS Social Media activities on the following, using a 10-point scale where "1" is "poor" and "10" is "excellent."

- SM1. Content of social media posts
- SM2. Helpfulness of Stats Chat series

- SM3. How would you describe the frequency of the social media posts? Would you say there are:
 - 1. Too few
 - 2. Too many
 - 3. Just the right amount

Customer Service - ASKED OF ALL RESPONDENTS

- CS1. Have you contacted NASS in the past 12 months?
 - 1. Yes
 - 2. No (**Skip to Overall Quality**)

- CS2. Did you contact a field office, or the national headquarters?
 - 1. Field office
 - 2. National headquarters
 - 3. Both Field office and National headquarters
 - 4. Don't know

- CS3. How have you contacted NASS in the past 12 months? (Select all that apply)
 - 1. Phone
 - 2. E-mail
 - 3. Mail
 - 4. Twitter
 - 5. Other (Specify)

Think about the customer service that you received from NASS. Please rate the customer service on the following, using a 10-point scale where "1" means "poor" and "10" means "excellent."

- CS4. Ease of reaching a NASS representative
- CS5. Courtesy
- CS6. Knowledge
- CS7. Accuracy
- CS8. Timeliness of response to your request
- CS9. Professionalism

- CS10. Was your question answered the last time you contacted NASS?
 - 1. Yes
 - 2. No

Overall Quality - ASKED OF ALL RESPONDENTS

- Q35. Please consider your last experience with the products or services you received from NASS. Using a 10-point scale, on which "1" means "not very high" and "10" means "very high," how would you rate the OVERALL QUALITY of NASS products or services?

ACSI Benchmark Questions - ASKED OF ALL RESPONDENTS

Please rate your overall satisfaction with NASS products or service.

- Q36. Please consider your experience with products or services received from NASS. Using a 10-point scale on which "1" means "very dissatisfied" and "10" means "very satisfied," how SATISFIED are you with NASS products or services?
- Q37. Using a 10-point scale on which "1" now means "falls short of your expectations" and "10" means "exceeds your expectations," to what extent have NASS products or services fallen short of or exceeded your expectations?
- Q38. Forget NASS for a moment. Now, imagine an ideal provider of products or services like those NASS provides. How well do you think NASS compares with that ideal product or service provider? Please use a 10-point scale on which "1" means "not very close to the ideal," and "10" means "very close to the ideal."

Outcome Measure - ASKED OF ALL RESPONDENTS

- OM1. What level of trust do you have in NASS to fulfill our country's commitment to publishing agricultural data needed to inform the agricultural community? Please use a scale from 1 to 10, where 1 means very little trust and 10 means a great deal of trust.

Special Requests - ASKED OF ALL RESPONDENTS

- SR1. Are you aware that you can request a special tabulation in cases when information you need is not available?
- 1 Yes
 - 2 No
- SR2. Are you aware that you can fund a data collection through reimbursable agreement?
- 1 Yes
 - 2 No

Complaints - ASKED OF ALL RESPONDENTS

Next, please think about any communication you may have had with NASS regarding complaints about your most recent experience.

- Q39. Have you complained to NASS since your most recent experience?
- 1 Yes
 - 2 No **(skip to Q41)**
- Q40. Using a 10-point scale on which "1" means "handled very poorly" and "10" means "handled very well," how would you rate the handling of your complaint?

Open-end Comment – ASKED ALL RESPONDENTS

Q43. Please provide any additional comments about NASS and the services they provide. Please include specific comments about any of the products or services you use. **(OPTIONAL)**

Demographics – ASKED ALL RESPONDENTS

Now, we would like to ask a few demographic questions solely to categorize responses.

(Note: Do not require a response to QD1 and QD2)

QD1. What is your age? **(Drop down to include ages 18-110)**

QD2. What is the highest level of formal education you have completed?

- 1 Less than high school
- 2 High school graduate
- 3 Some college or associate degree
- 4 College graduate
- 5 Post-Graduate
- 6 Don't know

QD3. Which one of the following best describes yourself as a user of NASS data?

1. Government official
2. Commodity or agriculture industry representative
3. Farmer or rancher
4. Market analyst or Agribusiness
5. Research or Academia
6. Other

Thank you for participating in the survey. NASS appreciates your taking the time to provide your feedback.