

Comparison of Respondents versus Non-Respondents

The following compares respondents of a customer satisfaction survey with non-respondents based on demographic information and other respondent background information provided by the client. This survey was conducted via phone with trained professional interviewers.

The study involved the USDA Natural Resources Conservation Service (NRCS), Conservation Technical Assistance (CTA).

A sample of 250 respondents was collected from a total of 2028 records. (By collecting 250 responses the typical 90% confidence interval around mean scores reported on a 0 to 100 scale will be +/- 2.1 points.) The sample of CTA customers were provided by the client and were taken to be representative of their client base of customers who had received Conservation Technical Assistance through the USDA NRCS. Along with the contact information necessary to contact the respondent the following information was provided about the customer: Region, Ethnicity/Race and Gender.

Region

Three regions were identified by the client for classification purposes (East, Central and West). The total sample population included 24.3% from the Central Region, 48.6% from the East and 27.1% from the West. Respondents were 25.2% from Central Region, 44.4% from East and 30.4% from West. Non-Respondents were 24.2% from Central, 49.2% from East and 26.6% from West. There are no significant differences between respondents and non-respondents with respect to region.

| Region | N | Percentage Respondents | Percentage Non-Respondents | Percentage Difference | Significant @ 90% |
|----------------|-------------|------------------------|----------------------------|-----------------------|-------------------|
| Central | 493 | 25.2% | 24.2% | 1.0% | NO |
| East | 986 | 44.4% | 49.2% | 4.8% | NO |
| West | 549 | 30.4% | 26.6% | 3.8% | NO |
| Total % | | 100% | 100% | - | |
| Total N | 2028 | 250 | 1778 | | |

Gender

In the aggregate sample of 2028 records 12.6% were of females and 87.4% were of males. Of the respondents, 12.8% were female and 87.2% were male. The non-respondents were comprised of 12.6% females and 87.4% males. There are no significant differences between respondents and non-respondents with respect to gender.

| Gender | N | Percentage Respondents | Percentage Non-Respondents | Percentage Difference | Significant @ 90% |
|----------------|-------------|------------------------|----------------------------|-----------------------|-------------------|
| Male | 256 | 12.8% | 12.6% | 0.2% | NO |
| Female | 1772 | 87.2% | 87.4% | 0.2% | NO |
| Total % | | 100% | 100% | - | |
| Total N | 2028 | 250 | 1778 | | |

Race

In the aggregate sample of 2028 records, 94.1% were white. There is not a significant difference between the percentage respondents who were white (94.4%) and the percentage of non-respondents who were white (94.0%). In the aggregate sample, 1.6% of the sample was black. There was not a significant difference between the percentage of respondents who were black (2.4%) and of the percentage of non-respondents who were black (1.5%). There also was not a significant difference in the proportion of those who responded who were American Indians (1.2%) compared to the percentage of non-respondents who were American Indians (1.5%). Due to the small percentage (<1%) of the aggregate sample represented by the remaining categories no comparison for significant difference between respondents and non-respondents is given.

| Race | N | Percentage Respondents | Percentage Non-Respondents | Difference | Significant @ 90% |
|-------------------------|-------------|------------------------|----------------------------|------------|-------------------|
| Black | 33 | 2.4% | 1.5% | 0.6% | NO |
| White | 1908 | 94.4% | 94.0% | 0.4% | NO |
| American Indian | 30 | 1.2% | 1.5% | 0.3% | NO |
| Hawaiian/Pacific Island | 18 | 0.4% | 1.0% | 0.6% | * |
| Asian | 17 | 0.0% | 1.0% | 1.0% | * |
| Multiple Races | 8 | 0.4% | 0.4% | 0.0% | * |
| No Information | 14 | 1.2% | 0.6% | 0.6% | * |
| Total N | 2028 | 250 | 1778 | | |

In summary, in comparing respondent and non-respondent groups for significant differences in membership along the categories of region, gender and race no significant differences were found for groups that contained at least 1% of the aggregate sample population.