



# **U.S. Department of Agriculture Natural Resources Conservation Service**

Soil Survey Program

Customer Satisfaction Survey

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Final Report  
April 2007

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## **Table of Contents**

### **Page**

<b>Introduction</b>	<b>3</b>
Overview of ACSI Methodology	3
Data Collection	4
<b>ACSI Results</b>	<b>5</b>
Customer Satisfaction Model	7
Drivers of Customer Satisfaction	9
Outcomes of Customer Satisfaction	14
Summary and Recommendations	15
<b>Appendix A: Survey Questionnaire</b>	<b>17</b>
<b>Appendix B: Customer Background</b>	<b>25</b>
<b>Appendix C: Attribute Tables</b>	<b>29</b>
<b>Appendix D: Verbatim Comments</b>	<b>41</b>

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**Introduction**

This report is about customer perceptions of services from users of the Soil Survey of the U.S. Department of Agriculture Natural Resources Conservation Service. This report was produced by CFI Group in collaboration with the University of Michigan. If you have any questions regarding this report, please contact CFI Group at 734-930-9090.

**Overview of ACSI Methodology**

ACSI is produced by the University of Michigan in partnership with CFI Group, and the American Society for Quality. The American Customer Satisfaction Index (ACSI) is the national indicator of customer evaluations of the quality of goods and services available to U.S. residents. It is the only uniform, cross-industry/government measure of Customer Satisfaction. Since 1994, the ACSI has measured Satisfaction, its causes, and its effects, for seven economic sectors, 41 industries and more than 200 private sector companies. ACSI has measured more than 100 programs of federal government agencies since 1999. This allows benchmarking between the public and private sectors and provides information unique to each agency on how its activities that interface with the public affect the Satisfaction of customers. The effects of Satisfaction are estimated, in turn, on specific objectives (such as public trust).

Additional information can be found in the appendices of this report.

Appendix A: Questionnaire

The questionnaire used in the study was developed through a collaborative effort between CFI Group and the USDA NRCS Soil Survey Program. The questionnaire used is shown in Appendix A in the back of this report.

Appendix B: Respondent Background

The USDA Natural Resources Conservation Service provided respondent sample of customers who used the Soil Survey. Information about the respondents' organization, position and responses to other similar questions such as 'Purpose for using information' can be found in Appendix B.

Appendix C: Attribute Score Tables

Respondents were asked to evaluate items on a 1 to 10 scale. Results to these questions are reported on a scale of 0 to 100 and are included in Appendix C: Attribute Tables. Aggregate scores are included in these tables as well as comparisons of scores by segments, such as organization, position, and 'Purpose for using information.'

Appendix D: Verbatims

Verbatim comments from all open-ended responses are included in Appendix D.

## Data Collection

Interviews were conducted between January 11 and January 16, 2007 by the professional interviewers of Discovery Research Group working under monitored supervision according to specifications from CFI Group. Interviewers used CATI (computer-assisted-telephone-interviewing) terminals programmed for the specific questionnaire. NRCS provided CFI Group with customer names of those who had used the Soil Survey; of those listed only the respondents who had used the Soil Survey in the past two years were eligible to take the survey. A total of 251 responses were collected of which 249 were valid for modeling purposes. Respondent cooperation, participation among those who were qualified and successfully contacted was 86.6%. The response rate that also accounts for non-interview events, where a respondent could not be reached (e.g., busy, answering machine, voice mail) was 41.9%.

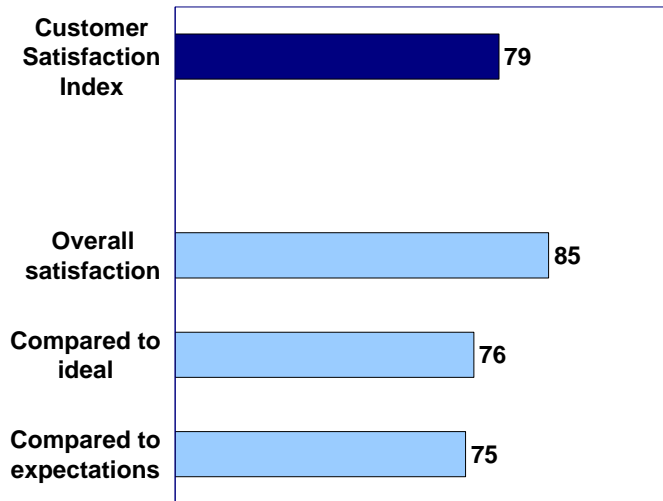
ACSI Code	Definition	n
U	UNIVERSE OF SAMPLED TELEPHONE NUMBERS	771
	<b>Interviews</b>	
I	Total completed interviews	251
P	Partial interviews	1
<b>I+P</b>	<b>Total interviews</b>	<b>252</b>
	<b>Eligible cases that are not interviewed (Non-respondents)</b>	
	Break-offs	0
	Refusal, qualified cases	38
<b>RQ</b>	<b>Total qualified cases refusals</b>	<b>38</b>
	<b>Cases of unknown eligibility (Unknown eligibility/No contact—Non-interview)</b>	
	Cases of unknown eligibility (Unknown eligibility/No contact—Non-interview)	279
	Foreign language/hard of hearing	2
<b>UE</b>	<b>Total unknown eligibility</b>	<b>281</b>
	<b>Cases that are not eligible (Non-eligible Respondents)</b>	
	Disconnect/out of service	39
	Computer/FAX	19
	Wrong number	47
	Filter	55
	Other Non-eligible respondent	2
<b>NER</b>	<b>Total Non-eligible Respondents</b>	<b>162</b>
	<b>Quota Filled so respondent not eligible for interview</b>	
	Case of quota-filled subgroup	38
	Scheduled for callback, but subgroup quota filled or interview period ended	0
<b>QF</b>	<b>Total Quota Filled Respondents</b>	<b>38</b>
<b>U</b>	<b>Universe of Sampled Numbers</b>	<b>771</b>
<b>NER</b>	<b>Less Non-eligible Respondents</b>	<b>162</b>
<b>QF</b>	<b>Less Quota Filled Respondents</b>	<b>38</b>
<b>EU</b>	<b>Universe of Eligible Numbers</b>	<b>571</b>
	<b>COOPERATION RATE (AAPOR (2)) = I/(I+P)+RQ</b>	<b>86.6%</b>
	$e = (I+P+RQ+QF)/(I+P+RQ+QF+NER)$	66.9%
	<b>RESPONSE RATE (AAPOR RR(3)) = I+COOP(QF)/(I+P+RQ+QF+NER+e(UE))</b>	<b>41.9%</b>

**Customer Satisfaction (ACSI)**

The **Customer Satisfaction Index (CSI)** is a weighted average of the three ACSI benchmark questions Q23-Q25 in the questionnaire in Appendix A. The questions are answered on 1-10 scale and converted to a 0-100 scale for reporting purposes. The three questions measure: Overall Satisfaction; Satisfaction compared to expectations; and Satisfaction compared to an ideal organization. The model assigns the weights to each question in a way that maximizes the ability of the index to predict changes in agency outcomes.

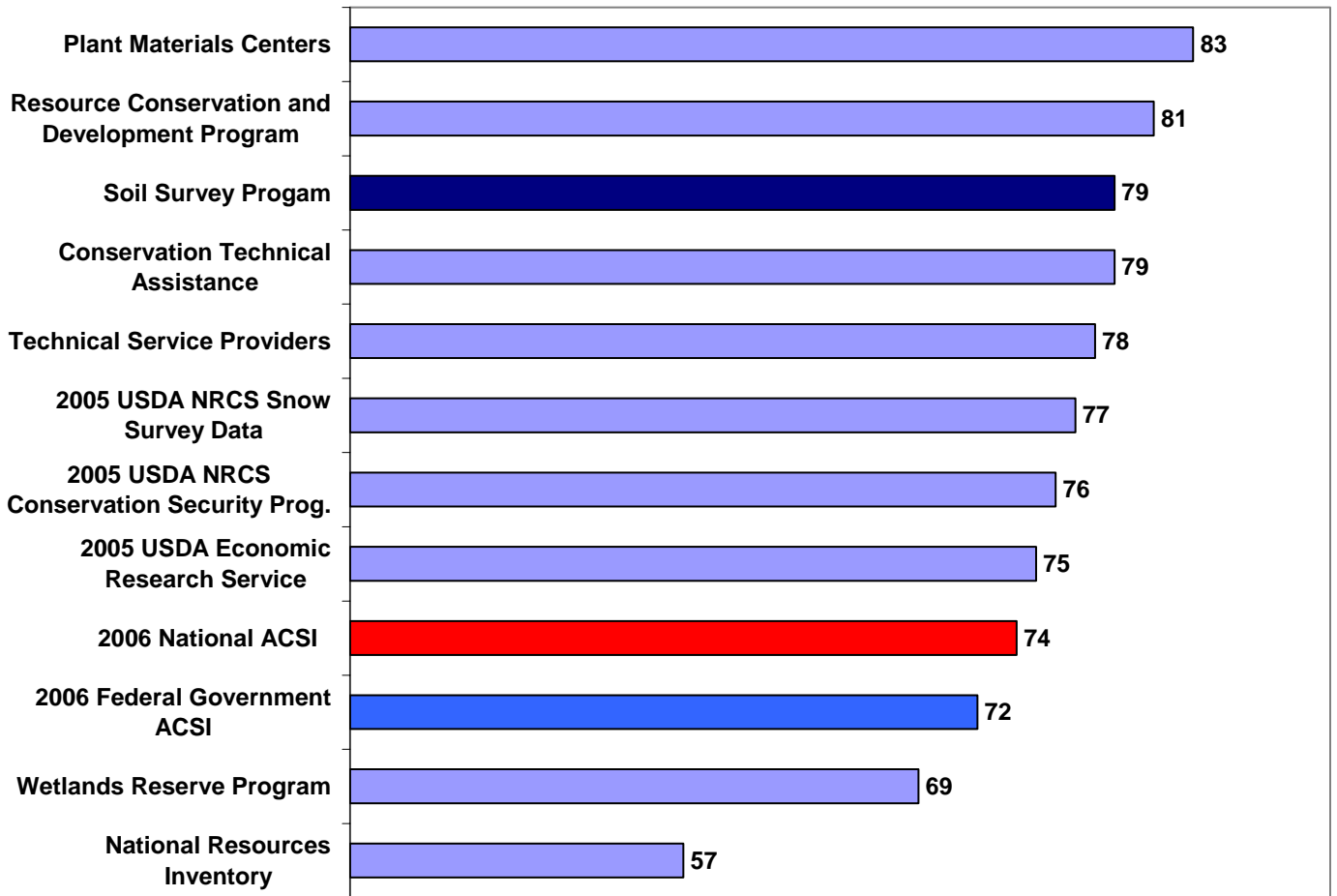
The Customer Satisfaction Index (CSI) for the Soil Survey users is 79 on a 0-100 scale. This score is significantly above the Federal Government’s Customer Satisfaction Index for 2006 of 72. Of the three index questions, ‘Overall Satisfaction’ received the highest score with a rating of 85.

**Soil Survey Customer Satisfaction Index**



N=249

**Satisfaction Benchmarks**



The score of 79 for Soil Survey users is higher than both the National ACSI and the Federal Government ACSI. The five-point and seven-point differences are statistically significant at a 90% level of confidence. Satisfaction with the Soil Survey compares favorably to other USDA and NRCS Satisfaction scores as only a couple of benchmark programs register higher Satisfaction.



## Customer Satisfaction Model

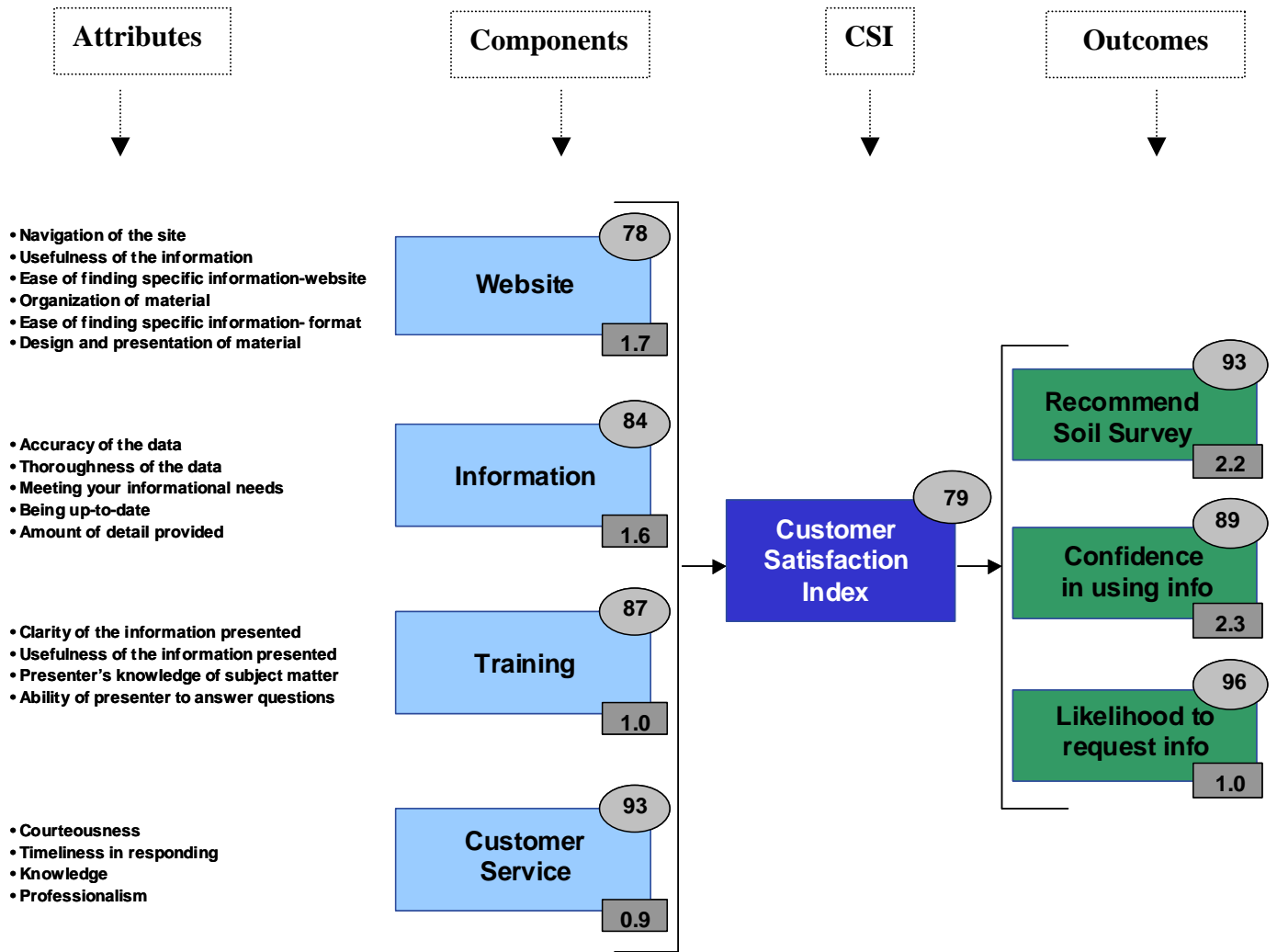
The Soil Survey Customer Satisfaction model illustrated on the following page should be viewed as a cause and effect model that moves from left to right. The rectangles are multi-variable components that are measured by survey questions or attributes shown on the far left of the page. Attribute scores are the mean (average) respondent scores to each individual question that was asked in the survey. Respondents are asked to rate each item on a 1-10 scale with “1” being “poor” and “10” being “excellent.” CFI Group converts the mean responses to these items to a 0-100 scale for reporting purposes. It is important to note that these scores are averages, not percentages. The score is best thought of as an index, with “0” meaning “poor” and “100” meaning “excellent.”

A component score in the ovals in the upper right corners is the weighted average of the individual attribute ratings given by each respondent to the questions presented in the survey. A score is a relative measure of performance for a component, as given for a particular set of respondents. In the model illustrated on the following page, scores for attributes such as ‘Accuracy of data’, ‘Thoroughness of data’, ‘Meeting your data needs’, etc. are combined to create the component score for ‘Information.’

The numbers in the lower right corners of the rectangles represent the strength of the effect of the component on the left to the one to which the arrow points on the right. These values represent “impacts.” The larger the impact value, the more effect the component on the left has on the one on the right. Impacts should be read as the effect on the subsequent component if the initial driver (component) were to be improved or decreased by five points. For example, if the score for Information increased by five points (84 to 89), the Customer Satisfaction Index would increase by the amount of its impact, 1.6 points, (from 79 to 80.6). If the driver increases by less than or more than five points, the resulting change in the subsequent component would be the corresponding fraction of the original impact. Impacts are also additive. Thus, if multiple areas were to each improve by five points the related improvement in Satisfaction will be the sum of the impacts. Similarly, if the Customer Satisfaction Index were to increase by five points, outcomes such as ‘Recommending Soil Survey’ or ‘Confidence in using information’ would increase by the amount of their impact. In the case of Recommending Soil Survey, the likelihood to recommend would increase by 2.2 points with a five-point increase in Satisfaction.

The NRCS Soil Survey can use the scores (in ovals) and impacts (in rectangles) from the model shown on the following page to target areas for improvement that will have the greatest leverage on Customer Satisfaction. As with scores, impacts are also relative to one another. A low impact does not mean a component is unimportant. Rather, it means that a five-point change in that one component is unlikely to result in much improvement in Satisfaction at this time. Therefore, components with higher impacts are generally recommended for improvement first, especially if scores are lower for those components.

### USDA NRCS Soil Survey Customer Satisfaction Model



N=249

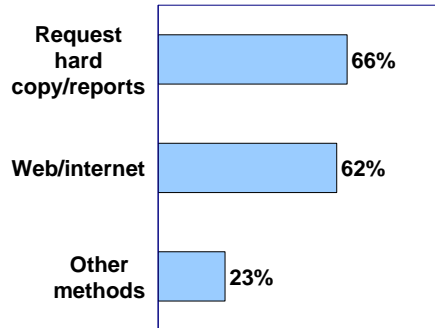
**Drivers of Customer Satisfaction**

**Website/Format**

**Impact 1.7**

About two-thirds of respondents request hard copy or reports; 62% mentioned web/Internet and nearly one-quarter (23%) use other means. The verbatim responses to ‘Other’ are listed in Appendix D.

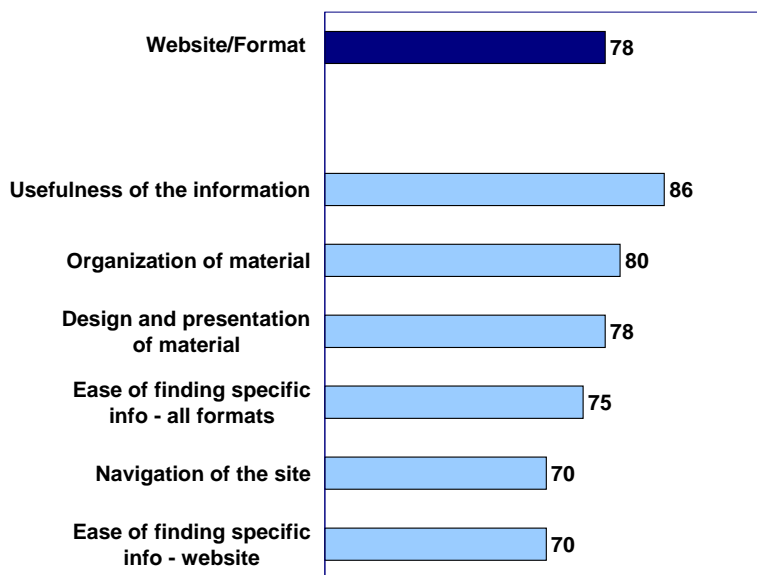
**How typically access Soil Survey Program Information**



N= 249

Of the areas evaluated, the Website/Format was one of the key drivers of Satisfaction. Respondents were asked to evaluate different attributes of the website and to rate the format and accessibility of the information they use regardless of the mode. Collectively, the area of Website/Format is an evaluation and the respondents gave the highest scores to the information on the website being useful. Organization of material and Design and presentation received ratings of 80 and 78, respectively. What was more of a concern to respondents was the navigation of the website and ease of finding information whether on the website or in other formats. These were among the lowest scoring items in Website/Format.

**Website/Format**



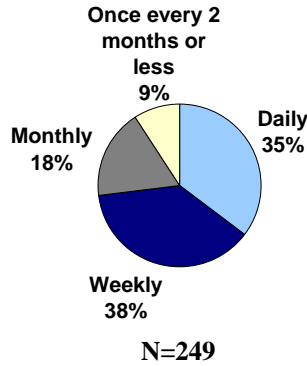
N= 249

**Information**

**Impact 1.6**

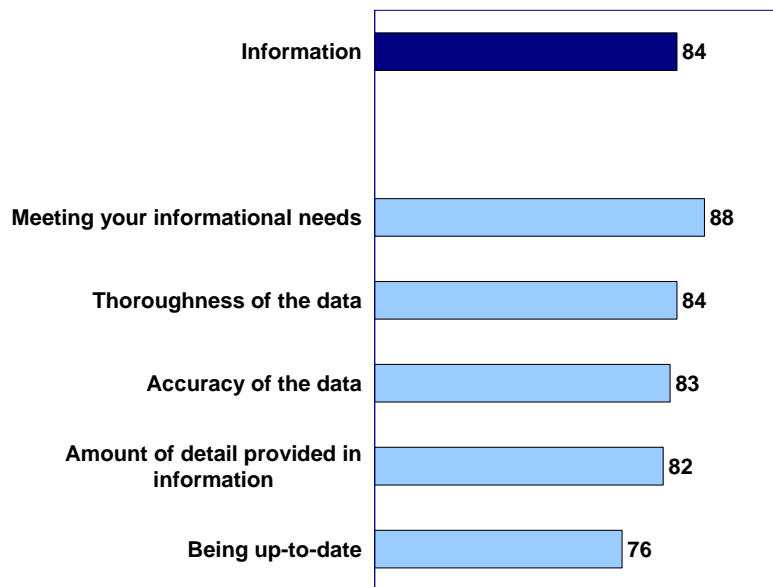
Respondents accessed information from the Soil Survey on a frequent basis. Almost three-quarters (73%) of respondents access the information on a weekly or daily basis. No significant differences in the rating of Information or Satisfaction were found between groups based on the frequency of accessing information.

**Frequency of Accessing Information**



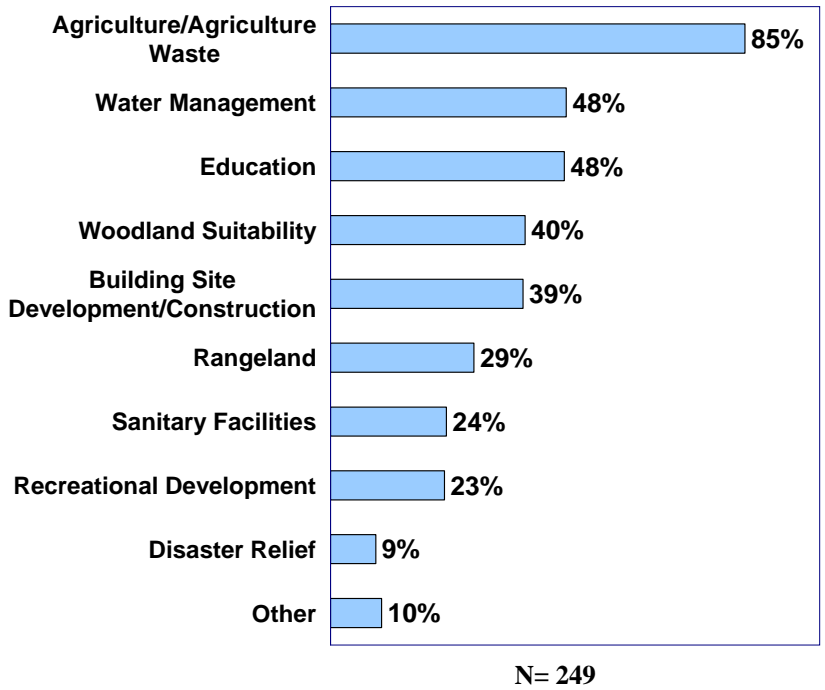
The information from the Soil Survey met the informational needs of respondents. Respondents thought the data from the Soil Survey was thorough, accurate and provided enough detail. However, they would like the information to be more up-to-date. Information is a key driver of Customer Satisfaction with an impact of 1.6.

**Information**



N= 249

**Purposes for which information is used\***



\* Multiple mentions permitted.

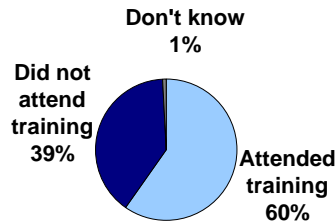
Agriculture and agriculture waste was the most mentioned purpose for using the Soil Survey data (85%). Water management and education were mentioned by almost half (48%) of respondents. The chart above shows the percentage of respondents' purposes for using Soil Survey information.

**Training**

**Impact 1.0**

Three-fifths of the respondents had attended training conducted by the Soil Survey Program Staff. No significant difference was found in Satisfaction between those who had attended training and those who had not.

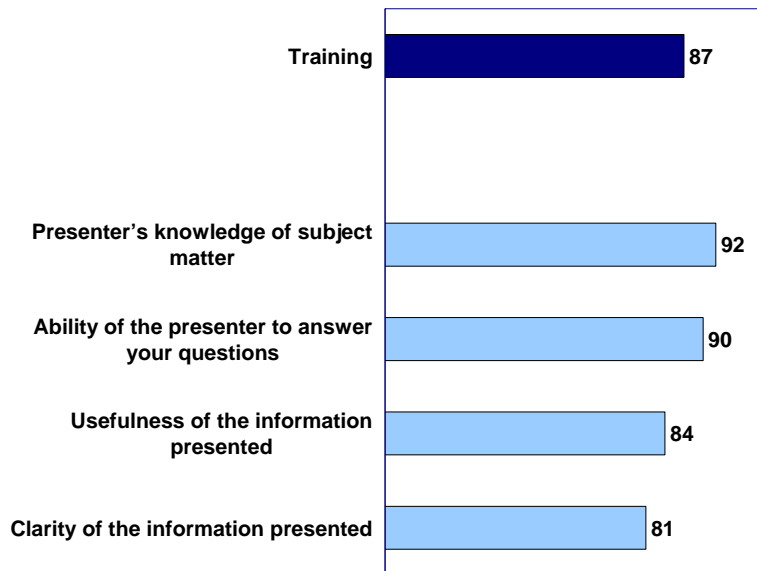
**Attended training**



N=249

Respondents gave high marks to the training they received from Soil Survey Program staff. The presenters were seen as knowledgeable in the subject matter they covered and able to answer questions. The information that was presented was useful. While clarity of information received a solid score (81), there may be an opportunity to improve given its lower score relative to other training items.

**Training**

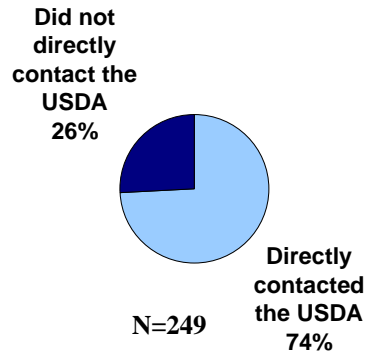


N=149

**Customer Service**  
*Impact 0.9*

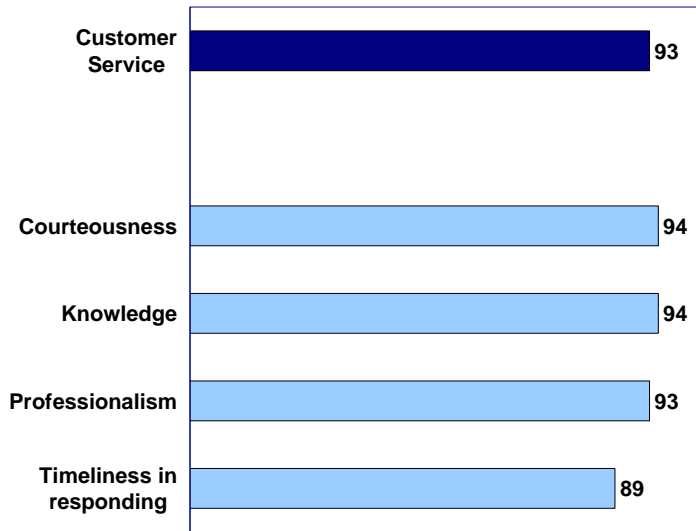
About three-fourths (74%) of the respondents directly contacted USDA NRCS for soil information or some other type of assistance.

**Directly Contacted USDA NRCS**



Respondents found the customer service staff to be courteous, knowledgeable and professional. Even the lowest rated item within Customer Service, timeliness in responding, scored 89.

**Customer Service**



N=185

**Outcomes**

In addition to determining drivers of Customer Satisfaction, three outcome behaviors were measured as well. Respondents were asked about their likelihood to request information in the future, their likelihood to recommend the Soil Survey Program and about their confidence in the information they use from the Soil Survey Program.

**Likelihood to request information in the future**

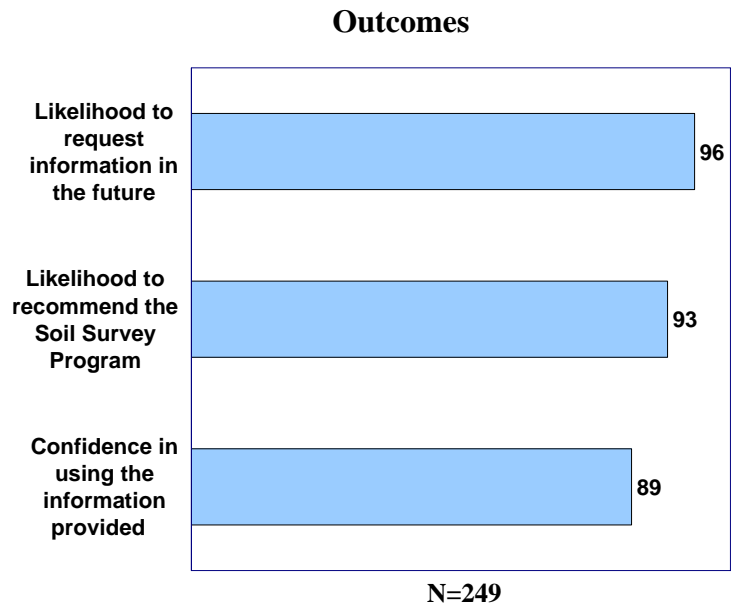
Respondents indicated that they were very likely to request information from the Soil Survey in the future with a score of 96. Satisfaction had an impact of 1.0 on the likelihood to request information in the future.

**Likelihood to recommend the Soil Survey Program**

Respondents were also very likely to recommend the Soil Survey Program to colleagues with a rating of 93. Satisfaction had an impact of 2.2 on likelihood to recommend. Thus a five-point increase in Satisfaction would result in a 2.2-point increase in likelihood to recommend.

**Confidence in information**

Users of the Soil Survey Program had a high level of confidence in the information with a rating of 89. Satisfaction had an impact of 2.3 on the users’ confidence in the information.



**Usefulness of recent modifications**

Respondents were asked about the usefulness of the recent modifications. Feedback was positive. They rated the usefulness 77 on a scale of 0 to 100.



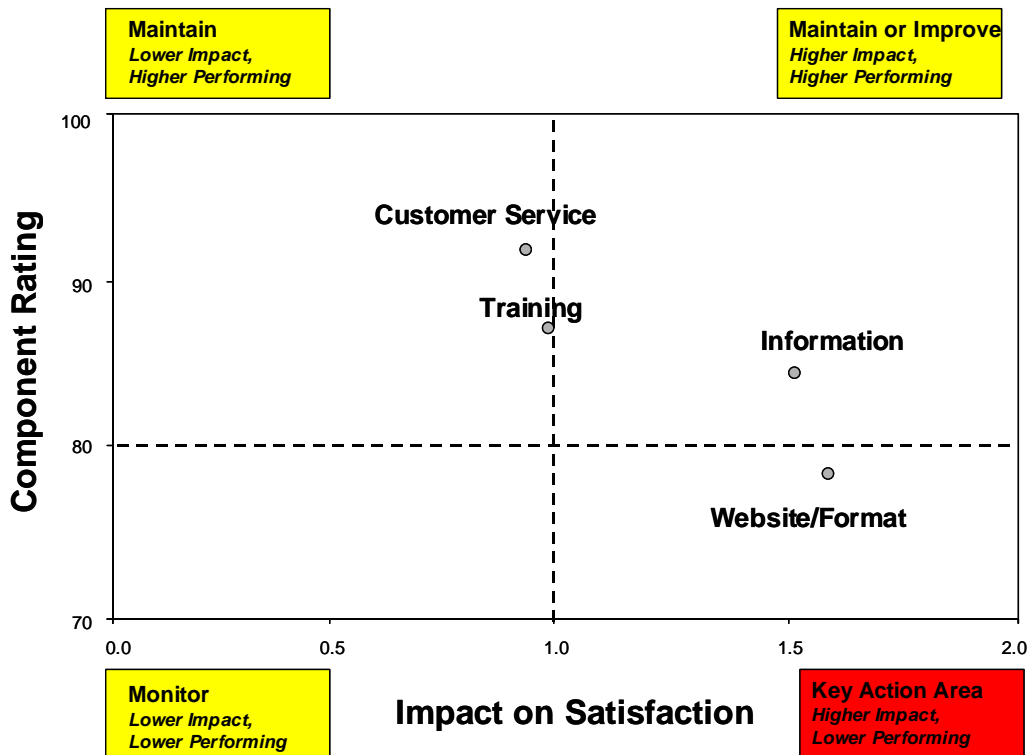
**Summary and Recommendations**

Customer Satisfaction with the Soil Survey Program compares favorably to other Federal Government and NRCS benchmarks. The score of 79 is significantly above the Federal Government average and the National average of the ACSI. Overall, the areas of the Website/Format and Information are the key drivers of Customer Satisfaction.

Respondents gave the highest scores to the area of Customer Service with a 93. Respondents found the staff to be courteous, knowledgeable and professional. Staff was also timely in responding to customers. Training also received very positive ratings. About three-fifths of respondents had training. They found the presenters to be knowledgeable and able to answer their questions.

The area of Website/Format as it pertains to the accessibility and format of information both on the website and in hard copies was rated highest for the usefulness of the information. However, respondents found navigation of the website and finding information both on the website and in other formats to be more problematic.

The information itself met the informational needs of respondents and was thought to be thorough and accurate. Most respondents were using the data on a daily or weekly basis as 73% categorized themselves in one of these two groups. The biggest issue that respondents had with the data was it not being up-to-date. The most mentioned use for the information was agriculture/agriculture waste with 85% of respondents using it for this purpose. Overall, customers were fairly positive about the recent modifications to Soil Survey products and services with a rating of 77 on a scale of 0 to 100.



In order to further improve Customer Satisfaction, it is recommended to focus on improving the areas that are high-impact and lower performing. The area of Website/Format that falls into the Key Action Area quadrant in the chart above should be the highest priority. In particular, users would like improvements in the navigation and format that allow easier access to the information they seek. Providing information that is more up-to-date is another opportunity to improve Satisfaction. Customer commentary supports these recommendations as the most mentioned suggestions for modifying Soil Survey to meet customer needs involved either data being up-to-date or the site being user-friendly.

The areas of Customer Service and Training are high performing and have a moderate impact on Satisfaction compared to Website/Format and Information. Maintaining the level of performance in the areas of Customer Service and Training should be the objective - rather than using resources to improve these areas.

## **APPENDIX A : SURVEY QUESTIONNAIRE**

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## USDA NRCS – Soil Survey Program Customer Satisfaction Survey

### Verify Respondent

Intro1. Hello. The US Department of Agriculture (USDA) Natural Resources Conservation Service (NRCS) has hired my company, [Data Collection Company], to call on their behalf to conduct a brief survey about their Soil Survey. My name is \_\_\_\_\_. May I please speak with \_\_\_\_\_?

#### **WAIT FOR RESPONSE**

1. Correct Person on Phone (**GO TO INTRO**)
2. Not correct person, but Person is available (**HOLD UNTIL RESPONDENT ANSWERS AND READ BELOW**)

Intro2. Hello. The **Soil Survey** of the US Department of Agriculture (USDA) Natural Resources Conservation Service (NRCS) has hired my company, [Data Collection Company], to call on their behalf. My name is \_\_\_\_\_. (**GO TO INTRO**)

1. If Person not available (**Schedule a call back**)
2. If No Such Person **“Thank you and have a nice day!”**
3. Refusal/Hung Up

### Introduction

#### **IF SPEAKING WITH CORRECT PERSON CONTINUE BELOW...**

The Soil Survey Program of the US Department of Agriculture (USDA) Natural Resources Conservation Service (NRCS) would like your feedback about its program to ensure that they deliver the services that meet your needs. **YOU HAVE BEEN RANDOMLY SELECTED TO PARTICIPATE IN THIS SURVEY. ALL INFORMATION YOU PROVIDE WILL BE CONFIDENTIAL AND FOR RESEARCH PURPOSES ONLY.**

(NOTE TO INTERVIEW: IF RESPONDENTS ASKS WHERE HOW YOU GOT THEIR NAME. IT WAS RANDOMLY SELECTED FROM THE NRCS DATABASE)

Intro3. ARE YOU FAMILIAR WITH THE SOIL SURVEY FROM THE NATURAL RESOURCE CONSERVATION SERVICE (NRCS)?

1. Yes (Skip to Into 4)
2. No/Don't Know (IF NO/DON'T KNOW PLEASE READ BELOW **IN BOLD**)

**The Natural Resources Conservation Service (NRCS) administers several programs in order to provide technical assistance and financial incentives to enable owners and managers of privately owned land to make sound natural resource decisions and to promote conservation.**

**The Soil Survey is one of these programs.**

**The Soil Survey is an essential tool for regional and local conservation planning. Land managers use soil surveys to predict the soil's potential erosion hazard. Soil information is also used to calculate potential for ground water contamination, suitability and productivity for cultivated crops, trees, and grasses.**

**The NRCS Soil Survey Program is mandated by law to:**

- **Inventory and map the soil resource on non-federal lands of the United States.**
- **Keep soil survey relevant to meet emerging and ever-changing needs.**
- **Interpret the data and make soil survey information available to meet public needs.**
- **Lead the National Cooperative Soil Survey Program for all federal agencies in the US**

Intro4. We ask on behalf of the Soil Survey for your participation in a short survey that asks about your Satisfaction with the services it provides.

This survey will take approximately 8-10 minutes of your time. This survey is authorized by the U.S. Office of Management and Budget Control No. 1505-0191.

(NOTE TO INTERVIEWER: IF THE RESPONDENT HAS ANY QUESTIONS ABOUT THE SURVEY PLEASE RECORD THE NATURE OF THEIR QUESTION AND HAVE THEM CONTACT MAGGIE RHODES)

Just to confirm, have you received Soil Survey Data and /or Soil Interpretations from the USDA NRCS Soil Survey Program within the last 2 years?

1. Yes (Continue)
2. No (Terminate)
3. Don't Know (Terminate)

Intro5. Is now a good time?

1. Yes (Continue)
2. No "Can we schedule a time that is more convenient for you?"

(For all questions, please include choices 98 = Don't Know and 99 = Refused/Hung Up)

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**Demographics**

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Demo1. Are you the person, or one of the persons, within your organization/household who deals most closely with the Natural Resources Conservation Service?

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

Demo2. Which best describes your organization?

1. Local government
2. State agency
3. Federal agency
4. Private organization
5. Individual citizen
6. Other (please specify)

Demo3. Which of the following best describes your position?

1. Farmer/Rancher
2. Agricultural Technician
3. Community Planner
4. Engineer
5. Educator
6. Scientist
7. Landowner/Interested Citizen
8. Other (Specify)

Demo4. How often do you typically access soil information from the USDA NRCS Soil Survey Program?

1. Daily
2. Weekly
3. Monthly
4. Once every two months or less frequently
5. Never

Demo5. For what purpose(s) do you use the information that you receive from the USDA Soil Survey? (Select all that apply)

1. Agriculture/Agriculture Waste Management/Cropland
2. Building Site Development/Construction
3. Disaster Relief
4. Education
5. Recreational Development
6. Rangeland
7. Sanitary Facilities
8. Water Management
9. Woodland Suitability
10. Other (Specify)

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**Data/Information**

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- Q1. How do you typically access information from the USDA NRCS Soil Survey Program?  
(Select all that apply)
1. Web/internet
  2. Request hard copy/reports
  3. Other methods (Specify)

Thinking about the information/data from the U.S. Soil Survey that you use, on a scale from 1 to 10, where "1" is "Poor" and "10" is "Excellent" please rate the information/data on the following:

- Q2. Accuracy of the data
- Q3. Thoroughness of the data
- Q4. Meeting your informational needs
- Q5. Being up-to-date
- Q6. Amount of detail provided in information

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**Website**

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(IF Q1=1 ask Q7-9)

Think about the information you accessed from the soil survey website. Please rate the USDA NRCS Soil Survey Program on the following. Use a scale from 1 to 10, where 1 means "Poor" and 10 means "Excellent."

- Q7. Navigation of the site
- Q8. Usefulness of the information
- Q9. Ease of finding specific information

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**Format/Access**

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Thinking about the information from the USDA NRCS Soil Survey Program that you use, on a scale from 1 to 10, where "1" is "Poor" and "10" is "Excellent" please rate the information on the following:

- Q10. Organization of material
- Q11. Ease of finding specific information
- Q12. Design and presentation of material

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**Customer Service**

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- Q13. Have you directly contacted the USDA NRCS for soils information or some other type of assistance?
1. Yes
  2. No
  3. Don't Know

(IF Q13=1 YES ask Q14-17)

Please rate the USDA NRCS staff that helped you on the following. Use a scale from 1 to 10, where 1 means "Poor" and 10 means "Excellent."

- Q14. Courteousness
- Q15. Timeliness in responding

Q16. Knowledge

Q17. Professionalism

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### Training

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Q18. Have you attended any kind of training that was conducted by the USDA NRCS Soil Survey Program Staff?

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

(IF Q18=1 YES ask Q19-22)

Please rate the USDA NRCS Soil Information workshop on the following. Use a scale from 1 to 10, where 1 means "Poor" and 10 means "Excellent."

Q19. Clarity of the information presented

Q20. Usefulness of the information presented

Q21. Presenter's knowledge of subject matter

Q22. Ability of the presenter to answer your questions

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### ACSI Benchmark Questions

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Now we are going to ask you to please consider your experiences with USDA NRCS Soil Survey Program and its information and services in answering the following.

Q23. First, please consider all your experiences to date with USDA NRCS Soil Survey Program. Using a 10-point scale on which "1" means "Very dissatisfied" and "10" means "Very satisfied," overall how satisfied are you with the U.S. Soil Survey and the information that it provides?

Q24. To what extent has the USDA NRCS Soil Survey Program fallen short of your expectations or exceeded your expectations? Please use a 10-point scale on which "1" now means "Falls short of your expectations" and "10" means "Exceeds your expectations."

Q25. Forget about the USDA NRCS Soil Survey Program for a moment. Now, imagine an ideal information provider. How well do you think the USDA NRCS Soil Survey Program compares with that ideal? Please use a 10-point scale on which "1" means "Not very close to the ideal" and "10" means "Very close to the ideal."

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### Outcomes

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Q26. If asked, how likely are you to recommend the information of the USDA NRCS Soil Survey Program to your colleagues? Please use a scale from 1 to 10, where "1" means "not very likely" and "10" means "very likely."

Q27. How confident are you in using the information provided by USDA NRCS Soil Survey Program for your needs? Please use a scale from 1 to 10, where "1" means "not very confident" and "10" means "very confident."

Q28. How likely is it that you will request information from the USDA NRCS Soil Survey Program in the future? Please use a scale from 1 to 10, where "1" means "not very likely" and "10" means "very likely."



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 Open-End
 

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Q29. In order to meet changing user needs, the USDA NRCS Soil Survey Program strives to make useful modifications to our products and services. How useful have you found recent modifications to our products and services? Please use a scale of 1 to 10 where "1" means not at all useful to 10" means very useful.

Q30. Which products from the Soil Survey do you find most useful?

Q31. Which products from the Soil Survey do you use find least useful?

Q32. How could USDA NRCS Soil Survey be modified to better serve the needs of its customers?

Q33. What state (If QD1=1, RESTORE "are you", OTHERWISE RESTORE "is your organization") in?

PROG. NOTE: Display as drop down

- |    |                      |
|----|----------------------|
| 1  | ALABAMA              |
| 2  | ALASKA               |
| 4  | ARIZONA              |
| 5  | ARKANSAS             |
| 6  | CALIFORNIA           |
| 8  | COLORADO             |
| 9  | CONNECTICUT          |
| 10 | DELAWARE             |
| 11 | DISTRICT OF COLUMBIA |
| 12 | FLORIDA              |
| 13 | GEORGIA              |
| 14 | HAWAII               |
| 16 | IDAHO                |
| 17 | ILLINOIS             |
| 18 | INDIANA              |
| 19 | IOWA                 |
| 20 | KANSAS               |
| 21 | KENTUCKY             |
| 22 | LOUISIANA            |
| 23 | MAINE                |
| 24 | MARYLAND             |
| 25 | MASSACHUSETTS        |
| 26 | MICHIGAN             |
| 27 | MINNESOTA            |
| 28 | MISSISSIPPI          |
| 29 | MISSOURI             |
| 30 | MONTANA              |
| 31 | NEBRASKA             |
| 32 | NEVADA               |
| 33 | NEW HAMPSHIRE        |
| 34 | NEW JERSEY           |
| 35 | NEW MEXICO           |
| 36 | NEW YORK             |
| 37 | NORTH CAROLINA       |
| 38 | NORTH DAKOTA         |
| 39 | OHIO                 |
| 40 | OKLAHOMA             |
| 41 | OREGON               |
| 42 | PENNSYLVANIA         |
| 44 | RHODE ISLAND         |
| 45 | SOUTH CAROLINA       |

- 46 SOUTH DAKOTA
- 47 TENNESSEE
- 48 TEXAS
- 49 UTAH
- 50 VERMONT
- 51 VIRGINIA
- 53 WASHINGTON
- 54 WEST VIRGINIA
- 55 WISCONSIN
- 56 WYOMING
- 57 Puerto Rico or the Caribbean Area
- 58 Guam, American Samoa, Palau or other parts of the Pacific Basin
- 59 Outside the United States and its territories
- 99 Prefer not to say

Q34. What is the 5-digit ZIP Code of the city or town (IF QD1=1 RESTORE "you live", OTHERWISE RESTORE "your organization is") in?

[RECORD ZIP CODE]  
REF

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### Closing

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The USDA Natural Resources Conservation Service Soil Survey Program would like to thank you for your time and participation today. Your feedback is greatly appreciated.

## **APPENDIX B: CUSTOMER BACKGROUND**

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	<b>Percent of Respondents</b>
<b>Person who deals most closely with the NRCS</b>	
Yes	91%
No	9%
<b>Number of Respondents</b>	
<b>249</b>	
<b>Organization</b>	
Local Government	42%
State agency	16%
Federal agency	35%
Private organization	1%
Individual citizen	3%
Other	3%
<b>Number of Respondents</b>	
<b>246</b>	
<b>Position</b>	
Farmer/Rancher	3%
Agricultural Technician	28%
Community Planner	4%
Engineer	4%
Educator	5%
Scientist	2%
Landowner/Interested Citizen	2%
Other	52%
<b>Number of Respondents</b>	
<b>247</b>	
<b>Frequency of typically accessing soil information from the Soil Survey Program</b>	
Daily	35%
Weekly	38%
Monthly	18%
Once every two months or less frequently	9%
<b>Number of Respondents</b>	
<b>249</b>	
<b>Purpose for using the information received from the USDA Soil Survey*</b>	
Agriculture/Agriculture Waste Management/Cropland	85%
Building Site Development/Construction	39%
Disaster Relief	9%
Education	48%
Recreational Development	23%
Rangeland	29%
Sanitary Facilities	24%
Water Management	48%
Woodland Suitability	40%
Other	10%
<b>Number of Respondents</b>	
<b>249</b>	
<b>Method for typically accessing information from the USDA NRCS Soil Survey Program*</b>	
Web/internet	62%
Request hard copy/reports	66%
Other methods	23%
<b>Number of Respondents</b>	
<b>249</b>	

	Percent of Respondents
<b>Contacted the USDA NRCS for soils information or other assistance</b>	
Yes	74%
No	26%
<b>Number of Respondents</b>	
<b>249</b>	
<b>Attended training conducted by the Soil Survey Program Staff</b>	
Yes	60%
No	39%
Don't know	1%
<b>Number of Respondents</b>	
<b>249</b>	
<b>Respondent's State</b>	
ALABAMA	1%
ARIZONA	0%
ARKANSAS	2%
CALIFORNIA	1%
COLORADO	2%
IDAHO	1%
ILLINOIS	6%
INDIANA	2%
IOWA	8%
KANSAS	5%
KENTUCKY	4%
LOUISIANA	2%
MARYLAND	4%
MASSACHUSETTS	0%
MICHIGAN	4%
MINNESOTA	8%
MISSISSIPPI	2%
MISSOURI	6%
MONTANA	2%
NEBRASKA	2%
NEW HAMPSHIRE	0%
NEW MEXICO	2%
NEW YORK	0%
NORTH CAROLINA	7%
NORTH DAKOTA	4%
OHIO	2%
OKLAHOMA	2%
OREGON	2%
PENNSYLVANIA	1%
SOUTH CAROLINA	1%
SOUTH DAKOTA	4%
TENNESSEE	1%
TEXAS	5%
UTAH	0%
VERMONT	0%
VIRGINIA	2%
WASHINGTON	2%
WISCONSIN	4%
WYOMING	1%
<b>Number of Respondents</b>	
<b>249</b>	

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## **APPENDIX C: ATTRIBUTE TABLES**

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## Aggregate Scores and Impacts

	Score	Total Impact
<b>Information</b>	<b>84</b>	<b>1.6</b>
Accuracy of the data	83	
Thoroughness of the data	84	
Meeting your informational needs	88	
Being up-to-date	76	
Amount of detail provided in information	82	
<b>Website/Format</b>	<b>78</b>	<b>1.7</b>
Navigation of the site	70	
Usefulness of the information - website	86	
Ease of finding specific information - website	70	
Organization of material - all formats	80	
Ease of finding specific information - all formats	75	
Design and presentation of material - all formats	78	
<b>Customer Service</b>	<b>93</b>	<b>0.9</b>
Courteousness	94	
Timeliness in responding	89	
Knowledge	94	
Professionalism	93	
<b>Training</b>	<b>87</b>	<b>1.0</b>
Clarity of the information presented	81	
Usefulness of the information presented	84	
Presenter's knowledge of subject matter	92	
Ability of the presenter to answer your questions	90	
<b>Customer Satisfaction Index</b>	<b>79</b>	
Overall satisfaction	85	
Compared to expectations	75	
Compared to ideal	76	
<b>Likelihood to recommend the Soil Survey Program</b>	<b>93</b>	<b>2.2</b>
Likelihood to recommend the Soil Survey Program	93	
<b>Confidence in using the information provided by the Soil Survey Program</b>	<b>89</b>	<b>2.3</b>
Confidence in using the information provided by the Soil Survey Program	89	
<b>Likelihood to request information from the Soil Survey Program in the future</b>	<b>96</b>	<b>1.0</b>
Likelihood to request information from the Soil Survey Program in the future	96	
<b>Usefulness of recent modifications to products and services<sup>^</sup></b>	<b>77</b>	<b>--</b>
Usefulness of recent modifications to products and services	77	
<b>Number of Respondents</b>	<b>249</b>	

### Attribute Table – Scores by frequency of using data

	Daily	Weekly	Monthly	Once every two months or less frequently*
<b>Information</b>	<b>85</b>	<b>83</b>	<b>83</b>	<b>86*</b>
Accuracy of the data	82	83	84	86*
Thoroughness of the data	84	84	83	84*
Meeting your informational needs	90	87	90	87*
Being up-to-date	77	75	73	84*
Amount of detail provided in information	83	82	80	87*
<b>Website/Format</b>	<b>78</b>	<b>77</b>	<b>78</b>	<b>85*</b>
Navigation of the site	71	68	70*	71*
Usefulness of the information - website	87	87	84*	83*
Ease of finding specific information - website	71	69	67*	72*
Organization of material - all formats	80	78	81	86*
Ease of finding specific information - all formats	74	74	76	83*
Design and presentation of material - all formats	79	76	77	86*
<b>Customer Service</b>	<b>92</b>	<b>94</b>	<b>91</b>	<b>88*</b>
Courteousness	93	95	92	94*
Timeliness in responding	89	91	87	82*
Knowledge	94	95	92	89*
Professionalism	92	95	93	88*
<b>Training</b>	<b>88</b>	<b>84</b>	<b>90*</b>	<b>90*</b>
Clarity of the information presented	81	79	87*	81*
Usefulness of the information presented	86	82	87*	87*
Presenter's knowledge of subject matter	93	90	96*	97*
Ability of the presenter to answer your questions	91	87	91*	95*
<b>Customer Satisfaction Index</b>	<b>81</b>	<b>78</b>	<b>79</b>	<b>77*</b>
Overall satisfaction	87	84	83	85*
Compared to expectations	77	74	77	70*
Compared to ideal	77	75	76	73*
<b>Likelihood to recommend the Soil Survey Program</b>	<b>94</b>	<b>93</b>	<b>93</b>	<b>87*</b>
Likelihood to recommend the Soil Survey Program	94	93	93	87*
<b>Confidence in using the information provided by the Soil Survey Program</b>	<b>91</b>	<b>90</b>	<b>89</b>	<b>81*</b>
Confidence in using the information provided by the Soil Survey Program	91	90	89	81*
<b>Likelihood to request information from the Soil Survey Program in the future</b>	<b>97</b>	<b>97</b>	<b>95</b>	<b>87*</b>
Likelihood to request information from the Soil Survey Program in the future	97	97	95	87*
<b>Usefulness of recent modifications to products and services<sup>^</sup></b>	<b>79</b>	<b>76</b>	<b>78</b>	<b>70*</b>
Usefulness of recent modifications to products and services	79	76	78	70*
<b>Number of Respondents</b>	<b>88</b>	<b>94</b>	<b>44</b>	<b>23</b>

\* Low sample size

### Attribute Table – Scores by how access information

	Web/internet	Request hard copy/reports	Other methods
<b>Information</b>	<b>85</b>	<b>83</b>	<b>83</b>
Accuracy of the data	83	83	81
Thoroughness of the data	84	83	84
Meeting your informational needs	89	88	85
Being up-to-date	77	72	77
Amount of detail provided in information	83	80	82
<b>Website/Format</b>	<b>77</b>	<b>79</b>	<b>76</b>
Navigation of the site	70	70	62*
Usefulness of the information - website	86	85	81*
Ease of finding specific information - website	70	69	63*
Organization of material - all formats	79	81	78
Ease of finding specific information - all formats	73	76	74
Design and presentation of material - all formats	78	78	79
<b>Customer Service</b>	<b>93</b>	<b>91</b>	<b>91</b>
Courteousness	94	92	92
Timeliness in responding	90	87	87
Knowledge	94	92	93
Professionalism	94	92	91
<b>Training</b>	<b>87</b>	<b>87</b>	<b>82</b>
Clarity of the information presented	81	81	75
Usefulness of the information presented	86	85	79
Presenter's knowledge of subject matter	93	93	88
Ability of the presenter to answer your questions	90	90	85
<b>Customer Satisfaction Index</b>	<b>80</b>	<b>79</b>	<b>77</b>
Overall satisfaction	85	84	84
Compared to expectations	76	76	71
Compared to ideal	76	76	73
<b>Likelihood to recommend the Soil Survey Program</b>	<b>93</b>	<b>92</b>	<b>94</b>
Likelihood to recommend the Soil Survey Program	93	92	94
<b>Confidence in using the information provided by the Soil Survey Program</b>	<b>89</b>	<b>88</b>	<b>89</b>
Confidence in using the information provided by the Soil Survey Program	89	88	89
<b>Likelihood to request information from the Soil Survey Program in the future</b>	<b>96</b>	<b>95</b>	<b>95</b>
Likelihood to request information from the Soil Survey Program in the future	96	95	95
<b>Usefulness of recent modifications to products and services<sup>^</sup></b>	<b>78</b>	<b>77</b>	<b>75</b>
Usefulness of recent modifications to products and services	78	77	75
<b>Number of Respondents</b>	<b>155</b>	<b>164</b>	<b>58</b>

\* Low sample size

### Attribute Table – Scores by organization

	Local Government	State agency	Federal agency
<b>Information</b>	<b>85</b>	<b>83</b>	<b>83</b>
Accuracy of the data	84	82	82
Thoroughness of the data	85	83	83
Meeting your informational needs	90	86	89
Being up-to-date	78	75	74
Amount of detail provided in information	82	82	82
<b>Website/Format</b>	<b>79</b>	<b>77</b>	<b>78</b>
Navigation of the site	69	69*	70
Usefulness of the information -website	86	88*	87
Ease of finding specific information - website	70	70*	69
Organization of material - all formats	80	78	81
Ease of finding specific information - all formats	76	75	73
Design and presentation of material -all formats	79	77	78
<b>Customer Service</b>	<b>94</b>	<b>92*</b>	<b>91</b>
Courteousness	95	93*	92
Timeliness in responding	91	88*	87
Knowledge	95	93*	92
Professionalism	95	94*	91
<b>Training</b>	<b>88</b>	<b>84*</b>	<b>87</b>
Clarity of the information presented	83	77*	80
Usefulness of the information presented	85	82*	84
Presenter's knowledge of subject matter	92	88*	93
Ability of the presenter to answer your questions	90	87*	90
<b>Customer Satisfaction Index</b>	<b>80</b>	<b>79</b>	<b>80</b>
Overall satisfaction	86	85	85
Compared to expectations	77	74	76
Compared to ideal	76	74	77
<b>Likelihood to recommend the Soil Survey Program</b>	<b>94</b>	<b>91</b>	<b>95</b>
Likelihood to recommend the Soil Survey Program	94	91	95
<b>Confidence in using the information provided by the Soil Survey Program</b>	<b>90</b>	<b>88</b>	<b>90</b>
Confidence in using the information provided by the Soil Survey Program	90	88	90
<b>Likelihood to request information from the Soil Survey Program in the future</b>	<b>97</b>	<b>96</b>	<b>95</b>
Likelihood to request information from the Soil Survey Program in the future	97	96	95
<b>Usefulness of recent modifications to products and services^</b>	<b>78</b>	<b>76</b>	<b>77</b>
Usefulness of recent modifications to products and services	78	76	77
<b>Number of Respondents</b>	<b>103</b>	<b>39</b>	<b>86</b>

\* Low sample size

### Attribute Table – Scores by Position

	Agricultural Technician	Community Planner*	Educator*	Other
<b>Information</b>	<b>83</b>	<b>83*</b>	<b>86*</b>	<b>84</b>
Accuracy of the data	81	83*	87*	83
Thoroughness of the data	83	90*	88*	83
Meeting your informational needs	89	86*	90*	88
Being up-to-date	73	68*	78*	77
Amount of detail provided in information	81	81*	82*	83
<b>Website/Format</b>	<b>78</b>	<b>80*</b>	<b>78*</b>	<b>78</b>
Navigation of the site	72	71*	65*	68
Usefulness of the information - website	87	89*	81*	87
Ease of finding specific information - website	69	67*	69*	70
Organization of material - format	79	84*	79*	80
Ease of finding specific information - format	74	80*	77*	74
Design and presentation of material -format	77	81*	79*	78
<b>Customer Service</b>	<b>91</b>	<b>97*</b>	<b>95*</b>	<b>92</b>
Courteousness	91	98*	98*	93
Timeliness in responding	88	96*	90*	89
Knowledge	92	97*	94*	94
Professionalism	92	98*	98*	93
<b>Training</b>	<b>88</b>	<b>78*</b>	<b>93*</b>	<b>86</b>
Clarity of the information presented	82	73*	86*	81
Usefulness of the information presented	88	73*	94*	83
Presenter's knowledge of subject matter	94	84*	96*	91
Ability of the presenter to answer your questions	90	82*	94*	90
<b>Customer Satisfaction Index</b>	<b>80</b>	<b>78*</b>	<b>82*</b>	<b>80</b>
Overall satisfaction	85	86*	89*	85
Compared to expectations	76	73*	74*	76
Compared to ideal	76	74*	79*	76
<b>Likelihood to recommend the Soil Survey Program</b>	<b>93</b>	<b>93*</b>	<b>97*</b>	<b>93</b>
Likelihood to recommend the Soil Survey Program	93	93*	97*	93
<b>Confidence in using the information provided by the Soil Survey Program</b>	<b>90</b>	<b>90*</b>	<b>92*</b>	<b>89</b>
Confidence in using the information provided by the Soil Survey Program	90	90*	92*	89
<b>Likelihood to request information from the Soil Survey Program in the future</b>	<b>97</b>	<b>98*</b>	<b>98*</b>	<b>95</b>
Likelihood to request information from the Soil Survey Program in the future	97	98*	98*	95
<b>Usefulness of recent modifications to products and services^</b>	<b>81</b>	<b>79*</b>	<b>70*</b>	<b>76</b>
Usefulness of recent modifications to products and services	81	79*	70*	76
<b>Number of Respondents</b>	<b>68</b>	<b>11</b>	<b>12</b>	<b>129</b>

\* Low sample size

## Attribute Table – Scores by Purpose Using Information

	Agriculture/ Agriculture Waste Management/ Cropland	Building Site Development/ Construction	Disaster Relief*	Education
<b>Information</b>	<b>85</b>	<b>84</b>	<b>87*</b>	<b>85</b>
Accuracy of the data	84	83	85*	84
Thoroughness of the data	85	85	87*	85
Meeting your informational needs	89	87	91*	89
Being up-to-date	77	77	80*	75
Amount of detail provided in information	83	82	87*	83
<b>Website/Format</b>	<b>79</b>	<b>79</b>	<b>84*</b>	<b>78</b>
Navigation of the site	69	70	74*	66
Usefulness of the information -website	86	86	90*	87
Ease of finding specific information - website	69	69	75*	67
Organization of material -format	80	82	85*	80
Ease of finding specific information - format	76	76	80*	73
Design and presentation of material - format	78	78	84*	77
<b>Customer Service</b>	<b>92</b>	<b>92</b>	<b>92*</b>	<b>92</b>
Courteousness	93	93	94*	93
Timeliness in responding	89	90	89*	89
Knowledge	93	93	92*	93
Professionalism	93	93	94*	94
<b>Training</b>	<b>87</b>	<b>87</b>	<b>90*</b>	<b>86</b>
Clarity of the information presented	82	82	85*	81
Usefulness of the information presented	85	84	89*	84
Presenter's knowledge of subject matter	92	92	95*	91
Ability of the presenter to answer your questions	90	89	93*	88
<b>Customer Satisfaction Index</b>	<b>80</b>	<b>80</b>	<b>81*</b>	<b>79</b>
Overall satisfaction	86	85	88*	85
Compared to expectations	76	76	77*	75
Compared to ideal	76	78	77*	75
<b>Likelihood to recommend the Soil Survey Program</b>	<b>93</b>	<b>95</b>	<b>96*</b>	<b>94</b>
Likelihood to recommend the Soil Survey Program	93	95	96*	94
<b>Confidence in using the information provided by the Soil Survey Program</b>	<b>90</b>	<b>91</b>	<b>88*</b>	<b>90</b>
Confidence in using the information provided by the Soil Survey Program	90	91	88*	90
<b>Likelihood to request information from the Soil Survey Program in the future</b>	<b>96</b>	<b>97</b>	<b>96*</b>	<b>97</b>
Likelihood to request information from the Soil Survey Program in the future	96	97	96*	97
<b>Usefulness of recent modifications to products and services^</b>	<b>78</b>	<b>80</b>	<b>83*</b>	<b>77</b>
Usefulness of recent modifications to products and services	78	80	83*	77
<b>Number of Respondents</b>	<b>211</b>	<b>98</b>	<b>23</b>	<b>119</b>

\* Low sample size

**Attribute Table – Scores by Purpose Using Information (cont.)**

	Recreational Development	Rangeland	Sanitary Facilities	Water Management	Woodland Suitability	Other*
<b>Information</b>	<b>86</b>	<b>84</b>	<b>85</b>	<b>83</b>	<b>83</b>	<b>82*</b>
Accuracy of the data	84	83	85	83	84	82*
Thoroughness of the data	87	85	86	83	84	83*
Meeting your informational needs	89	89	89	88	89	87*
Being up-to-date	77	74	75	74	72	71*
Amount of detail provided in information	84	82	84	82	81	81*
<b>Website/Format</b>	<b>80</b>	<b>78</b>	<b>79</b>	<b>78</b>	<b>78</b>	<b>83*</b>
Navigation of the site	70	69	67	69	69	83*
Usefulness of the information -website	88	87	87	87	87	90*
Ease of finding specific information - website	70	70	69	68	67	77*
Organization of material -format	83	80	81	79	80	86*
Ease of finding specific information - format	75	74	75	74	73	81*
Design and presentation of material - format	80	79	79	78	78	82*
<b>Customer Service</b>	<b>93</b>	<b>92</b>	<b>93</b>	<b>92</b>	<b>92</b>	<b>95*</b>
Courteousness	94	92	94	93	93	95*
Timeliness in responding	90	87	90	88	89	91*
Knowledge	94	93	94	93	94	97*
Professionalism	94	93	94	93	93	95*
<b>Training</b>	<b>90</b>	<b>88</b>	<b>88</b>	<b>86</b>	<b>88</b>	<b>88*</b>
Clarity of the information presented	86	82	83	81	82	83*
Usefulness of the information presented	87	85	87	84	86	86*
Presenter's knowledge of subject matter	94	93	93	91	93	92*
Ability of the presenter to answer your questions	92	91	91	89	90	93*
<b>Customer Satisfaction Index</b>	<b>82</b>	<b>79</b>	<b>80</b>	<b>79</b>	<b>78</b>	<b>83*</b>
Overall satisfaction	86	85	86	85	84	87*
Compared to expectations	78	77	75	74	74	80*
Compared to ideal	78	74	78	74	75	79*
<b>Likelihood to recommend the Soil Survey Program</b>	<b>96</b>	<b>93</b>	<b>95</b>	<b>93</b>	<b>93</b>	<b>97*</b>
Likelihood to recommend the Soil Survey Program	96	93	95	93	93	97*
<b>Confidence in using the information provided by the Soil Survey Program</b>	<b>91</b>	<b>89</b>	<b>90</b>	<b>89</b>	<b>90</b>	<b>92*</b>
Confidence in using the information provided by the Soil Survey Program	91	89	90	89	90	92*
<b>Likelihood to request information from the Soil Survey Program in the future</b>	<b>97</b>	<b>95</b>	<b>98</b>	<b>97</b>	<b>96</b>	<b>99*</b>
Likelihood to request information from the Soil Survey Program in the future	97	95	98	97	96	99*
<b>Usefulness of recent modifications to products and services^</b>	<b>82</b>	<b>75</b>	<b>78</b>	<b>78</b>	<b>76</b>	<b>86*</b>
Usefulness of recent modifications to products and services	82	75	78	78	76	86*
<b>Number of Respondents</b>	<b>58</b>	<b>73</b>	<b>59</b>	<b>120</b>	<b>99</b>	<b>26</b>

\* Low sample size

### Attribute Table – Scores by Attended Training versus Did Not Attend

	Attended training	Did not attend training	Significant Difference
<b>Information</b>	<b>84</b>	<b>84</b>	
Accuracy of the data	84	82	
Thoroughness of the data	84	84	
Meeting your informational needs	89	88	
Being up-to-date	76	76	
Amount of detail provided in information	82	82	
<b>Website/Format</b>	<b>79</b>	<b>78</b>	
Navigation of the site	68	72	
Usefulness of the information -website	86	86	
Ease of finding specific information - website	68	72	
Organization of material -format	80	80	
Ease of finding specific information - format	74	76	
Design and presentation of material-format	78	78	
<b>Customer Service</b>	<b>93</b>	<b>92</b>	
Courteousness	94	93	
Timeliness in responding	90	88	
Knowledge	94	93	
Professionalism	93	94	
<b>Training</b>	<b>87</b>	<b>--</b>	
Clarity of the information presented	81	--	
Usefulness of the information presented	84	--	
Presenter's knowledge of subject matter	92	--	
Ability of the presenter to answer your questions	90	--	
<b>Customer Satisfaction Index</b>	<b>79</b>	<b>79</b>	
Overall satisfaction	85	84	
Compared to expectations	74	77	
Compared to ideal	76	75	
<b>Likelihood to recommend the Soil Survey Program</b>	<b>93</b>	<b>92</b>	
Likelihood to recommend the Soil Survey Program	93	92	
<b>Confidence in using the information provided by the Soil Survey Program</b>	<b>90</b>	<b>89</b>	
Confidence in using the information provided by the Soil Survey Program	90	89	
<b>Likelihood to request information from the Soil Survey Program in the future</b>	<b>96</b>	<b>95</b>	
Likelihood to request information from the Soil Survey Program in the future	96	95	
<b>Usefulness of recent modifications to products and services<sup>^</sup></b>	<b>78</b>	<b>76</b>	
Usefulness of recent modifications to products and services	78	76	
<b>Number of Respondents</b>	<b>149</b>	<b>98</b>	

*No significant differences found between groups at a 90% level of confidence*



## Attribute Table – Scores by Contacted NRCS versus Did Not Contact

	Contacted the USDA NRCS	Did not contact the USDA NRCS	Significant Difference
<b>Information</b>	<b>85</b>	<b>82</b>	
Accuracy of the data	84	80	
Thoroughness of the data	84	83	
Meeting your informational needs	89	87	
Being up-to-date	77	73	
Amount of detail provided in information	83	81	
<b>Website/Format</b>	<b>79</b>	<b>76</b>	
Navigation of the site	70	69	
Usefulness of the information - website	87	83	
Ease of finding specific information - website	70	68	
Organization of material -format	80	80	
Ease of finding specific information - format	76	73	
Design and presentation of material - format	79	75	
<b>Customer Service</b>	<b>93</b>	<b>--</b>	
Courteousness	94	--	
Timeliness in responding	89	--	
Knowledge	94	--	
Professionalism	93	--	
<b>Training</b>	<b>88</b>	<b>82</b>	✓
Clarity of the information presented	82	76	✓
Usefulness of the information presented	86	79	✓
Presenter's knowledge of subject matter	93	88	
Ability of the presenter to answer your questions	91	85	
<b>Customer Satisfaction Index</b>	<b>81</b>	<b>74</b>	✓
Overall satisfaction	86	80	✓
Compared to expectations	77	71	✓
Compared to ideal	78	70	✓
<b>Likelihood to recommend the Soil Survey Program</b>	<b>95</b>	<b>87</b>	✓
Likelihood to recommend the Soil Survey Program	95	88	✓
<b>Confidence in using the information provided by the Soil Survey Program</b>	<b>91</b>	<b>84</b>	✓
Confidence in using the information provided by the Soil Survey Program	91	84	✓
<b>Likelihood to request information from the Soil Survey Program in the future</b>	<b>98</b>	<b>89</b>	✓
Likelihood to request information from the Soil Survey Program in the future	98	89	✓
<b>Usefulness of recent modifications to products and services<sup>^</sup></b>	<b>78</b>	<b>73</b>	
Usefulness of recent modifications to products and services	78	73	
<b>Number of Respondents</b>	<b>185</b>	<b>64</b>	

*Checkmark indicates significant difference between groups at a 90% level of confidence*

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## **APPENDIX D: VERBATIM COMMENTS**

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**Demo 2. Which best describes your organization (Other)?**

*Both Federal and State*  
*Combined Federal, State, and Local*  
*District Conservationist*  
*Non Profit Local Agency*  
*Special District*  
*Subdivision of a State Agency*  
*Subdivision of the Government*

**Demo 3. Which of the following best describes your position? (Other)**

*A Secretary to the Department of Agriculture for Iowa*  
*Administrative*  
*Administrative assistant*  
*Administrative coordinator (2)*  
*Administrative coordinator secretary*  
*Administrator (2)*  
*Administrator assistant*  
*Administrator of Farmland*  
*Administrator of the District*  
*Agency Person*  
*Buffer Coordinator*  
*Clerical*  
*Clerk*  
*Conservation Planner*  
*Conservation Technician*  
*Conservationist (3)*  
*Conservationist and Natural Resources Planner*  
*Contract Administration*  
*County District Administrative Secretary*  
*Department Head*  
*Director for the County Office*  
*Director or Office Administrator*  
*District Administrative Assistant*  
*District Administrator*  
*District Conservationist (23)*  
*District Conservationist Supervisor*  
*District Coordinator*  
*District Employee*  
*District Manager (6)*

*District Manager for Soil and Water District*  
*District Planner*  
*District Secretary for Conservation District*  
*District Technician (2)*  
*Environment Specialist*  
*Executive Director*  
*Federal Employee*  
*Local Supervisor*  
*Manager (2)*  
*Manager of the Conservation District*  
*Manager of the Soil Conservation District*  
*Manager, Administrator*  
*Manager, SWCD*  
*N.R.D. Clerk*  
*Office Administrator*  
*Office Manager (4)*  
*Program Administrator*  
*Program Technician*  
*Rangeland Management Specialist*  
*Receptionist*  
*Resource Conservationist (4)*  
*Secretary (12)*  
*Soil Conservation Planner*  
*Soil Conservation Technician (7)*  
*Soil Conservationist (11)*  
*Technician*  
*Technician, Conservationist*  
*The Administrative Assistant for the Sublet County Conservation District*  
*The Farmbill Program Specialist*  
*The Secretary of the Franklin County Conservation District and the Environmental Education Coordinator*  
*Urban Sediment Control Technician*  
*Water Quality Coordinator*  
*Water Resource Technician*  
*Water Resources Specialist*  
*Watershed Coordinator*  
*Watershed Technician*

**Demo 5. For what purposes do you use the information that you receive from the USDA Soil Survey? (Other)**

*Agricultural preservation, provide agricultural information for land to people who walk in to our office, that is one of our services*

*Approve forest harvest permits for property purchases*

*Conservation planning*

*Conservation reserve enhancement program*

*Cost share programs require we used that type of data. We also have a lot of consultants that are working on site development. They review aerial photography, not soils data but they do look at our maps*

*Crop program*

*Data provided to counties for tax assessment*

*Description or engineering characteristics*

*Developing conservation plans for farmers*

*Erodibility factor of the soil*

*Grade stabilization structures*

*Individual purposes from various people, no specific category*

*Land evaluation*

*Land use planning, land management plans*

*Mapping equipment for soil maps and information*

*Provide it to land owners and county planning commission*

*Reclamation*

*Regional land use planning*

*Research site identification*

*Soil conservation*

*Soil descriptions*

*To let landowners know about soil type*

*Watershed groups and bay technician and erosion sedimentation engineers*

*We use soil survey information to determine if soil is at high risk for soil slippage*

*Wetland conservation, to identify wetland soil*

*Wetlands, wildlife management, conservation planning*

**Q1. How do you typically access information from the USDA NRCS Soil Survey Program (Other methods)?**

*A digital copy*

*Arc, GIS maps*

*Arc maps as well as other Soil Data programs*

*ArcView*

*ArcView, CSRs*

*Ask the soil scientist in the office*

*Book*

*Book, CD, computer programs with the data*

*Books*

*Books and computer CD's*

*Books, data from toolkit*

*CD (4)*

*CD database*

*CD programs (2)*

*CD-Rom*

*Computer file that is opened, GIS program that allows me to view soil lines and soil attributes*

*Computer programs to add hard copies of the county*

*Conservation planning toolkit, computer-planning tool. It has all topographic maps by soils. We can create a soil map from the toolkit or the soil web survey.*

*CPU program*

*CPU program toolkit*

*Data on our server*

*Data on server*

*Datamart*

*Electronically installed on our computer*

*GIS (3)*

*GIS file saved on computers*

*Handbook*

*I have a copy of the soil survey on a manuscript, paper copy and scanned on PDs copy.*

*Information on local server*

*NRCS intranet*

*Program called toolkit*

*Program on computer that has soil data*

*RGIS*

*Server*

*Soil conservation toolkit that is available online*

*Soil survey books*



*Soil view*

*Speak with them directly*

*Stored in hard drive in my computer*

*Telephone*

*The book, Arc GIS*

*The digital surveys*

*The disc kit*

*Through our server (2)*

*Toolkit (2)*

*Various databases that have the information*

*We had access to NRCS to their computer network*

*We have copies of the soil survey in the office*

*We have our own digital data on our server*

*We have the old hard books of soil surveys that we use also*

**Q30. Which products from Soil Survey do you find most useful?****All Products (11 comments)**

*All of it (4)*

*All of the products*

*All of them*

*Everything (2)*

*Everything. I use all different aspects of it for my job.*

*I use it all*

*The entire thing*

**Don't Know (8 comments)**

*I do not know*

*I don't know*

*I don't know how to answer*

*I don't know what you mean*

*I don't use it enough to tell you*

*I don't use it often enough*

*I really don't know*

*Not sure*

**CD (4 comments)**

*CD-Rom itself. Is very helpful.*

*Hard to say, probably the CD data*

*The CDs*

*The CDs that they send to us.*

**Maps/Soil Maps (62 comments)**

*Arc map, aerial photography*

*Arc map, tool kit, soils data rollout*

*General information, the maps*

*I use the tables and the maps.*

*Map units, legends, descriptions*

*Mapping, ability to break down certain soil types*

*Maps*

*Maps and descriptions of soil delineations*

*Maps and expertise*

*Maps and guides of soil content*

*Maps and the guide*

*Maps, the information*

*Maps, the tool kit, hydric factors, woodland available for what trees grow better, and slope factors*

*Mostly I use the soil maps, the tool I use in farm planning*

*Soil map symbols*

*Soil map, the tables*

*Soil mapping*

*Soil maps, soil descriptions, water management tables*

*The aerial maps*

*The capabilities and the maps*

*The descriptions and the maps*

*The different maps. Soil reclamation, arc map, etc*

*The fact that I can get all the information in one place to get to the landowners. The soil map is very helpful*

*The map*

*The mapping and some of the reports*

*The mapping data, the soil descriptions. Those would be the two main things.*

*The mapping of soil types as it relates to cropping.*

*The mapping of soil, the addition of soil, legend it added, abbreviated description of the map symbols*

*The mapping products*

*The maps (5)*

*The maps and soil data*

*The maps and soil descriptions*

*The maps and soils listed on them*

*The maps and tables for crops and trees, rain interpretations*

*The maps and the CDs*

*The maps and the definitions*

*The maps and the guides and everything that they put out is useful.*

*The maps and the interpretive tables and all of it*

*The maps and the soil types (2)*

*The maps and the soils descriptions. That's what I use the most.*

*The maps are useful and the descriptions of the soils and the tables that list the limitation of the soils of different types of land uses.*

*The maps are useful and the soil legends, soil descriptions, and soil sizes. I use them for hydraulic purposes when building a pond to know whether soil material is compacted enough to hold water and we use them for farm planting and to determine whether they are good for certain types of crops.*

*The maps for soil for particular farms. Would be better in color*

*The maps that show the types of soil and what the soil does and topographical lay of the land*

*The maps themselves and corresponding tables. Talking to some of their staff and creating data*

*The maps with soil samples and descriptions*

*The maps, information pertaining to soil erosion and productivity, tree types and information, hydric soils*

*The maps, the descriptions, their specific tables*

*The maps. The profile descriptions, the taxonomy. Brief map unit descriptions. Physical characteristics.*

*The reports and maps*

*The soil maps (3)*

*The soil maps and descriptions*

*The soil maps and the interpretation sheets*

*The soil maps and the interpretive tables on the web survey*

*The soil maps, soil description, rain maps*

### **Soil Descriptions/Types/Interpretations/Classifications (97 comments)**

*Description, engineering*

*Descriptions, maps, slopes, and interpretations of the hybrid soils*

*Detail soil support*

*Differentiation within the soil types for my farming*

*General interpretations*

*Hydrology, highly erodible factors, yield factors, slope factors.*

*I like the classifications, what type of soil and what is suitable for it. That is what a lot of our landowners need it for. We use it as far as locations; we can use to find the property of a landowner who wants to know about soil suitability.*

*I use the type of soil and the depth of the soils. That's basically what I use.*

*Location of hydric soils and recently flooded soils*

*Location of soil parcels. Soil erodibility index and the engineering specification.*

*Mainly soil types*

*Permeability, soil productivity and soil texture, forest productivity*

*Productivity of soils, soil suitability, soil erodibility*

*Property of soil information, Land information*

*Slope, depth to bedrock, soil texture*

*Soil class capabilities and suitability groups*

*Soil content. The slopes but that goes pretty much with the content*

*Soil data*

*Soil description (2)*

*Soil descriptions and classifications*

*Soil descriptions and limitations of the soils*

*Soil descriptions and locations*

*Soil descriptions, soil slopes and types*

*Soil descriptions, windbreak visibility groups, range site groups, land capability groups*

*Soil descriptions/recommendations, locations, types*

*Soil information*

*Soil interpretations, engineering suitabilities, textures*

*Soil interpretations. The maps are very useful. It's good for planning.*

*Soil physical property*

*Soil types*

*Soil types and descriptions, and the buildable sites and sanitary sites and tree growth*

*Soil types and properties*

*Soil types on individual fields*

*Soil types, characteristics and descriptions. Also soil mapping.*

*Soils classifications.*

*Specific information on soils, hydrology, texture analysis, physical properties, crop productivity potential, and hydric soils*

*Taxonomy, building site development, productivity, water features,*

*The accurate descriptions*

*The background information on the soil types, there's something you can click in that gives specific information on soil types. I've been real satisfied because it's the only information out there. I've been very pleased and I like the online site.*

*The breakdown of soil types is useful.*

*The capability of the soils*

*The charts and tables and maps. The soil properties. Those are the most helpful*

*The charts and tables that are included in the survey. Interpretation tables*

*The definitions of different soil types that would be the main thing*

*The description and the hydra soil*

*The descriptions of soil types, maps, water features, charts*

*The detailed information and maps and detailed descriptions*

*The elevation and what soils are there, the maps guides*

*The engineering and interpretations part*

*The Gaston soil data, comprehensive soil guide. And the tables in the back are very helpful*

*The general information about soils.*

*The general soils and brief map units are useful.*

*The hydrologic soil groups*

*The interpretation of soil, the description of soil and its limitations*

*The interpretation of soils, the soil mapping*

*The land capabilities, descriptions of soils, that's the main deal.*

*The legend of the county and descriptions of the soil and convention and special legend sheet. Types of trees that grow good on the soil, and the maps*

*The soil boundaries, yield rate for crops, building sites, forestry site index*

*The soil characteristic and agriculture usage*

*The soil classification sheets*

*The soil classifications*

*The soil data explorer*

*The soil data mart and the hard copy of the soil survey.*

*The soil description (7)*

*The soil description and the land suitability*

*The soil descriptions, the maps (arc view)*

*The soil information and maps and the guides to the maps*

*The soil information for building*

*The soil information, September site suitability*

*The soil layers and RGIS*

*The soil profile, families, fertilization needs, lists of plant species found on soil survey sites.*

*The soil type data, and soil descriptions*

*The soil type.*

*The soil type. The erosion factors and the leech factors. The rangeland sites.*

*The soil types*

*The soil types and costs, which are low.*

*The soil types and soil uses. Site index. Sanitation facilities*

*The soil types that are on the maps*

*The soil typing and classifying from soil survey reports. Generally refers to reports as the 'soil survey bible'*

*The soils and soil types*

*The soils descriptions and the maps.*

*The soils information*

*The soils information to soils types*

*The soils information, the information that's on the web. We use the soil scientist for educational purposes.*

*The technical description and soil capabilities. Engineering properties and building site reports*

*The technical soil interpretations, the new website, aerial photography*

*The type of soil and what can be done on the land*

*The type soil and the erodibility of the soil*

*Types of soils, highly erodible soil, Swamp Buster program*

*We use the information of specific soil types from the maps to see if the land could be used for wetlands or erodible land.*

### **Suitability (8 comments)**

*Suitability needs is the most useful.*

*Suitability ratings and soil makeup.*

*Suitability ratings, the maps*

*The suitability groups*

*The windbreak suitability groups*

*The woodlands suitability and the agricultural applications*

*The usefulness of the soils*

*We typically do a lot of work with wetlands determinations and suitability for crop production. People call for information to see if they have wetlands on their property. When people want to sell property they want to know what they have and the value of their property.*

### **Crop Yield (9 comments)**

*Crop yields for different soils and drainage*

*Crop yields, the soils maps, productivity, wetland information, suitability for construction.*

*Crop, drainage, constructional potential. Information for dock ponds.*

*Cropland production, soil description*

*Knowing which soil types for cropping and rangeland use for construction of livestock waste pits*

*The agriculture related information*

*The crop suitability. Also the hydrology information. Those are the main things.*

*The rangeland production and crop production and full characteristics for irrigation.*

*The well drain, yield potential*

### **Book/Hard Copy (14 comments)**

*Hard copy that we give out to customers*

*The actual hard copy book and actual maps*

*The book, the Arc View.*

*The books*

*The books, CDs, the website*

*The hard copy (3)*

*The hard copy book and the web*

*The hard copy of the web soil survey. The staff, we utilize the staff quite often.*

*The hard copy, the maps, the guide*

*The old hard copies and the GIS layers*

*The survey book soil information*

*We use soil survey books all of the time.*

### **Online/Web-based (8 comments)**

*I like the web base and we can overlay it in conjunction with our ARC program.*

*The most useful I have found are the things coming out that are web-based.*

*The online access, soil types*

*The online capabilities*

*The web. Soil survey's website*

*The Internet access*

*The Internet descriptions, mapping the soils, the depth of the soils, the ground water of soils and soil erosion*

*The tables or the map unit descriptions and the fact search and being able to get different tables. The information is pretty well spelled out. On the web you can calculate the number of acres whereas before it was more timely and less accurate. The final products being digitized have allowed it to be more faithful to colors. Also being on the web allows you to get linked to the U.S. geological data. There is other resource information that we can interface with such as CAD programs.*

### **Program (2 comments)**

*The program is very useful. The different programs it offers to the farmers*

*The programs. Pasture improvements*

### **Soil Survey (14 comments)**

*ArcView, web soil survey, old 1975 hard copy survey*

*Having the electronic soil survey has been the most useful thing.*

*Soil survey data on the Internet*

*Soil survey, the land use*

*The published survey*

*The soil survey reports, and including the GIS presentation on it*

*The soil survey sheets. They have the same information that is digital based on aerial maps. That is very useful*

*The soil surveys and planning and engineering*

*The web soil survey (3)*

*The web soil survey is very useful. I do natural resource reports and it gets me anyway i want to be in the country. I appreciate on the web survey the documents it will print. Charts are very useful and easy to understand.*

*The whole survey*

*Their printed published soil survey. Second useful is soil survey database not on the web. Need to clarify questions in this survey that we are doing.*

### **GIS (3 comments)**

*GIS*

*GIS data, soil survey on CD, hard copy manual*

*GIS, soil maps and descriptions*

### **CSR (2 comments)**

*CSR*



*CSR information, planning, and waterways. Also technical assistance and waterway planning*

**Land Classification (3 comments)**

*Land classes*

*The classes of land*

*The land classification*

**Other (6 comments)**

*Conservation planning*

*Engineering properties*

*The electronics*

*The explanations and navigation tools are useful*

*The guide of explanations*

*I like working with landowners, which has helped us a lot.*

**Q31. Which products from Soil Survey do you find least useful?****Building/Construction/Engineering (17 comments)**

*A lot to do with building a building*

*Building information*

*Building septic tanks, that type of information, construction*

*Construction ratings, etc*

*Engineering suitability information and issues*

*I don't know. Probably the engineering characteristics*

*Some of the detailed engineering interpretations*

*Some of the chemistry information. Also their projected average yields are out of date, some engineering information I don't use since I am not an engineer. Otherwise, I use a lot of different aspects of it.*

*Some of the engineering properties because there's not much in them because it's an older survey.*

*Suitability for construction. I don't use this information. It's not useless, I just don't use it.*

*The building data, I don't use it very often.*

*The building site development.*

*The building site information*

*The building soil types. We don't use that too much here, rural area*

*The parts that deal with building sites and human sanitary conditions of housing sites and city buildings*

*Things that deal with foundation and construction*

*Urbanized construction.*

**Charts/Tables (6 comments)**

*Some of the charts and technical data that tend to be vague and all inclusive, non site specific, for example a hydric soil list, building site information and it is very general by soil type, not very specific.*

*Some of the land-use tables that don't apply directly to agriculture*

*Some of the non-agriculture interpretation tables*

*Some of the tables don't have much value. The tables for non-agricultural uses that i don't find very useful.*

*Some of the tables in the back not applicable to my job*

*The table and the topography*

**Crops (6 comments)**

*Crop production and woodland use production*

*Cropping capabilities*

*The crop yield out of date*

*The cropping information of yield*

*The yield information for different crops because it is not current any longer.*

*Yield data*

**Hardcopies (3 comments)**

*Hard copy maps*

*I don't know. That's hard to say. Hardcopies maybe*

*The hard copy*

**Maps (5 comments)**

*Statsgo, a broad general soil map*

*The maps*

*The paper soil maps*

*The soil maps*

*They could eliminate the big maps.*

**Recreation (4 comments)**

*I do not use the recreational avenue very much.*

*I don't use the recreation interpretations.*

*Recreational and woodland interpretation, which is something I don't need to use.*

*The recreational type information*

**Website (8 comments)**

*Customers have trouble accessing the website, especially if they have a Macintosh.*

*I have attempted to use the soil survey website but I didn't find it user friendly.*

*Online*

*The website. The navigation*

*The web*

*The website*

*The website information*

*The website. It is too difficult to get there. It needs a better search engine*

*The website. Only because I have the information in other ways. I do refer others to it.*

**Other (23 comments)**

*Depth to bedrock*

*ESO tag*

*Lack of ability to zone to certain legal descriptions*

*Maybe the associations*

*Other county data*

*Some of the reports that we would not have use for*

*Some of the taxonomy descriptions*

*Story index*

*The area of interest box on the website. Confuses the issue of what people are trying to do*

*The chemical properties.*

*The completeness. Half of our county is not surveyed, not correlated. Our survey is on hard copy and not online, would like them to be online. One of them does not have up-to-date interpretations.*

*The detailed descriptions are not useful, but I am not a soil scientist.*

*The information on hydric soils*

*The interpretations.*

*The narratives that describe the county and the time on how things were formed, the front narrative and soil survey*

*The only complaint is for people who haven't been trained in the program, like the landowners. It can be tough for them to navigate the website if they don't know what they're looking for*

*The prices*

*The products I don't use, I don't know what they are. I know that overall the whole system gets into a lot of detail. Sometimes the classifications are split to the point that it has to be lumped back together to be workable.*

*The soil descriptions of adjacent counties have no consistency because they are more up to date than ours are.*

*The stream data*

*The survey in general*

*There's a lot of technical data like soil structure, soil chemistry, on a day-to-day basis we don't use that. A soil scientist may want to know that but the average farmer and consultant may not need it.*

*We just use the maps, everything else is not useful*

### **Find it all useful/Don't know/None (178 comments)**

*All of it*

*All of it is useful*

*All of them are useful*

*Can't pick a product*

*Can't really answer that, I don't know*

*Everything, you kind of need them*

*Find it all useful*

*Don't know (3)*

*I cannot think of any*

*I can't answer that (3)*

*I can't really answer that, I don't know*

*I can't say that there's anything in there that I have no use for*

*I can't tell you anything that's not useful, it's all useful*  
*I can't think of any (3)*  
*I can't think of any not useful*  
*I can't think of anything*  
*I can't think of anything that's least useful*  
*I didn't know there was any products in the survey*  
*I do not know (2)*  
*I don't find anything least useful*  
*I don't have a response for that*  
*I don't have an answer for that one*  
*I don't have an answer for that (2)*  
*I don't have an answer on that one*  
*I don't have any (2)*  
*I don't have anything that is least useful*  
*I don't have anything that is not useful.*  
*I don't know (10)*  
*I don't know how to answer*  
*I don't know if I can come up with an answer.*  
*I don't know of any.*  
*I don't know of anything at this time*  
*I don't know what it all entails or details*  
*I don't know what they're looking for*  
*I don't know, I don't use it*  
*I don't know, I've been sick with bronchitis*  
*I don't really know.*  
*I don't think any of it is not useful*  
*I don't think there is anything*  
*I don't use it enough*  
*I don't use it often enough*  
*I find it useful. We still use the books and everything; nothing goes to waste.*  
*I find them all useful*  
*I have none*  
*I haven't found anything that was least useful*  
*I only use it for one reason.*  
*I think it's all useful, personally*  
*I use everything.*  
*I use them all pretty much.*  
*I use them all. I haven't found anything that's been not useful to me.*

*I wouldn't say any of them are least useful. It just varies from situation to situation depending on what you need.*

*If I don't use it, I don't know it.*

*If it's the least useful I'm not using them. Probably 30 percent of the tables I haven't used but I can't tell you what they are.*

*If they don't have any use for me, I don't use them. The program is very extensive, they go into much detail and I don't need that much detail.*

*I'm not looking for anything other than what I need.*

*I'm not sure (2)*

*I'm not sure I can answer that question. I'm not sure I know all of the availability of the items.*

*I'm not sure. We use most of them*

*It's all useful (2)*

*It's all useful in my opinion*

*It's all valid information*

*Most of the information I use*

*Needs to be updated*

*No answer (3)*

*No response (2)*

*None (38)*

*None at this point*

*None of it*

*None of them (3)*

*None really*

*None, I go for what I need.*

*None, they are all of use because they are all the resources we have.*

*None. There are parts that I don't use*

*Not really*

*Not really anything*

*Not sure (5)*

*Nothing (22)*

*Nothing, really (2)*

*Nothing, everything is fine*

*Really, nothing*

*That I don't know*

*That's all we use it for. I don't know what other services they have.*

*The products I don't use*

*There are a lot of things that I do not use*

*There is none that I can think of*

*There's nothing that I need that I don't find useful*

*They are all useful. All the products are useful*

*They're all useful.*

*We use it all. Whatever we need at the time*

*You'd have to tell me what products they have. It's not something we do frequently.*

**Q32. How could USDA NRCS Soil Survey be modified to better serve the needs of its customers?****Access/Navigation (15 comments)**

*Access through the Internet for people's homes*

*Easier navigation*

*Getting to the digital table needs to have instruction on the website*

*Hard to access what we need online, make it easier to navigate the website*

*Increase the accessibility and promote web access*

*It's fine the way it is and the problem is the programs to access, and the programs need improvement*

*Make it a little easier for the farmers to access the information. Simply the website.*

*Make it easier and more accessible*

*Make it easier to access the website, seems like it's down a lot*

*Probably improve web survey to make it easier to navigate. Also update the maps on the web*

*The navigation of the web soil survey needs to be improved.*

*The navigation of web soil survey should be modified. It is a little bit cumbersome. Please follow a more intuitive method of navigating.*

*There needs to be more information about how to access things on the Internet*

*They need to make it as simple as possible to navigate because it is a tremendous amount of information.*

*Too many features lumped together; make a better tool bar and better descriptions of what you are doing on the tool bar.*

**Advertise/Awareness (8 comments)**

*Advertise more*

*Better advertisement*

*It's been put out on the web, so it's available to everybody. Maybe they should let everybody know that it's out on the web, more public awareness.*

*Make people more aware of it*

*More advertising of the survey*

*Some way to get it out to the public more. Have more links to get to the surveys.*

*The promotion of the web-based soil survey*

*They need to get the word out to more people and let them know that this service is available for their needs.*

**CD (3 comments)**

*Available in CD form*

*Better user guide on the web and CD-Rom*

*Have all of the information online or on CD*



**Complete Soil Survey (4 comments)**

*Finish the soil survey for the whole nation*

*For the survey to be completed nationwide so that everyone has access to the data.*

*Get out to the field and re-map the soil out in the field again.*

*They need to make an attempt to get more of the country surveyed.*

**Detail (4 comments)**

*A little more detail*

*In connection with storm water management. The survey doesn't address the newer ways of managing storm water. Also there is not enough detail at the site level.*

*More detail on the county-level*

*More in-depth studies*

**Hardcopy (5 comments)**

*A lot like to pick things up off the counter. If you can categorize customers, such as potential windbreak users, you can provide a brochure.*

*Put it back in hardcopy.*

*Some surveys that have run out of hard copies so make more copies of the surveys. Reprint more.*

*The book needs a serious update.*

*They need to publish hard copy soil survey books for the public.*

**Maps (11 comments)**

*Colored maps because it is required for color-based soil type*

*Do a little more standardization between counties. When the county line changes it was a bit different soil type on one side of the county line compared to the other side. They have been addressing that.*

*Get Keller maps*

*On occasion when working with the county map some rivers are roads and some roads are rivers. Also on the map, it's labeled where the old US 27 was, it is supposed to be the divided highway.*

*On the web soil survey there is a need to make improvements to the area of interest when you draw it out on the map. It doesn't hold its lines, it moves when you ask for the information to come up on the screen. That needs to be corrected.*

*Review the maps a little better for delineation*

*The mapping could be a little better*

*The mapping could be more detailed. When you go into rangelands the map covers thousands of acres and there could be many soils within that.*

*They need to zoom to a legal description on a map, a section or township*

*Upgrade maps*

*When you select the line it shifts a little.*

**Search Engine (3 comments)**

*Be able to input the section, township, and range and immediately map the area*

*Creating a search engine for the website. Simplify it for farmers*

*The website is user-friendly, but get a better search engine*

**Up-to-date (22 comments)**

*Bring it up-to-date and get it on a disc*

*Bring the survey up-to-date in a more timely manner*

*Continue with the update of the survey*

*For our area they just need to be updated.*

*I know my hard copy is not up to date. It is probably 20 or 30 years old.*

*Just try to be updated at least every two to three years.*

*Keep it more current*

*Keep it up-to-date*

*More rapid updating of the information*

*More recent updates, newer photos and aerial flights*

*Primarily just current updates would be the best. New factors for changing soil types.*

*Should be updated due to farming*

*They could continue updating.*

*They could update the photographic maps.*

*They have to update it*

*They need to continue updating the older ones.*

*Update it and make it available to the Internet and have the maps zero in on a certain location and street names.*

*Update it more regularly online*

*Update the information*

*Update to make it more accurate.*

*Updated and digitized and web-based, which is what we will be having some time this year.*

*Updating the soil map symbols, in terms of the names of the soils and a lot of times in terms of what is on the hard copy maps*

**User-friendly (38 comments)**

*Any time they can make it more user-friendly and less technical the better.*

*Be more user-friendly on the website*

*I don't know how to answer that. Maybe more user-friendliness, many customers don't know how to read the data/information. They don't have enough background to be able to read/understand/interpret the data.*

*I don't know. Once again more user-friendly on the USDA site.*

*It could be less complicated for the use of people who are out there working at the production level.*

*It needs major overhaul. Needs to be more interactive and intuitive. Should be more straightforward.*

*It's fine, but make it more user-friendly to a user not with the GIS*

*Make it easy to get to. Make the website customer friendly.*

*Make it more user-friendly to the public on the web. The public needs to have access to it. They should not have to print out ten pages of instructions just to use it. Page-by-page, you just need to be guided through it.*

*Make it more user-friendly, easier to access with more data available to the public*

*Make the interface of the web user-friendly*

*Make the Karris program more user-friendly.*

*Make the software programs more user-friendly*

*Make the website a little easier to navigate.*

*Make the website a little easier to use*

*Make the website easier, better search engine*

*Make the website more user-friendly*

*Make the website more user-friendly for the general public*

*Making it more readily accessible by the Internet*

*Mapping more of the area and updating information that is out of date.*

*Maybe a little more user-friendly for non-technical people.*

*More publications about soil. Make it more of a user-friendly program where farmers and regular people could use it. Make the terminology straight across the board so teachers can use it.*

*More user-friendly and up to date*

*More user-friendly, a better search engine*

*More user-friendly. Links don't work and the website becomes slow at times*

*Navigating the site, helping you through to get to where you need to be. I use it about once a week, but if I were away from it longer I'd have a harder time navigating. I think it is more cumbersome than it needs to be.*

*Our customers are not very computer savvy; anything they can do to make it easier for them is going to help.*

*Probably the website made simpler and more user-friendly*

*Simplify the website*

*Some of the websites could be a little more user-friendly*

*The lay out of the material on the Internet could be more user-friendly*

*The web survey is still not as user-friendly as some people would like.*

*The website needs to be more user friendly*

*The websites are a little difficult. Even the county website is difficult, when you get to GIS and it's multiple layers, there's just so much. The main screen comes up and you don't know where to begin.*

*There needs to be more training in how to navigate and use the website internally and externally. Website could be more user-friendly.*

*They could be more user-friendly.*

*They need to modify and improve their website.*

*Website is good but could be easier to use. I know if I am confused, how about the general public. They can make it easier to find a particular piece of land.*

**None/No answer (107 comments)**

*Can't think of anything right now*

*Can't think of anything*

*Couldn't give you a suggestion*

*Don't know (2)*

*Fairly happy*

*I cannot tell you what, but nothing is perfect*

*I can't answer that.*

*I can't think of anything. The online stuff is really nice.*

*I couldn't tell you.*

*I do not know (11)*

*I don't feel I'm qualified to answer because I am not a soil scientist.*

*I don't have an answer for that.*

*I don't have an answer to that (2)*

*I don't have an idea.*

*I don't have any idea*

*I don't have any ideas on that.*

*I don't have any insight on that at this point.*

*I don't have any recommendations*

*I don't have any suggestions on that.*

*I don't have any suggestions.*

*I don't know (19)*

*I don't know, it's pretty up-to-date and helpful*

*I don't know. Everybody seems to find that everything is useful*

*I don't know. I don't have any complaints*

*I don't think there is anything at this time*

*I don't think there's anything that could be done to modify the survey for customers.*

*I don't think there's anything they need to change*

*I like it just the way it is.*

*I really don't know because it's disc now and we can get it online.*

*I suspect that's coming so I wouldn't have much more to add.*

*I think they are fine*

*I wish they could modify the soils in the county.*

*I'd rather have it on the web than to look it up.*

*If it could be overlaid on new map imagery in real-time data.*

*If our area had one that would be good*

*I'm not an expert in the computer, it seems there ought to be easier maneuverability once you enter the soil survey information.*

*I'm not sure what changes they could make, I haven't worked with the website as much because of my computer issues.*

*It is fine like it is*

*It is just fine*

*It is okay. It meets the needs*

*It seems pretty good to me.*

*It serves my needs quite well right now and I'll leave the modifications to them.*

*It's pretty good the way it is*

*It's fine the way it is.*

*It's pretty good how it is. They could simplify the explanations of different descriptions of soil information*

*N/A*

*No answer*

*No changes*

*No comment on that one*

*No problems or deficiencies*

*No response*

*None (3)*

*None that I know of*

*None, everything is self-explanatory*

*Not sure*

*Not sure. It's find the way it is*

*Not unless you make the website easier to get in.*

*Nothing (10)*

*Nothing for me other than digital*

*Nothing off hand*

*Nothing. Make it more known to the public and more access to be printable*

*On my part, it looks great. I can get everything I need off of it. I don't know how it would be for anyone out of the area to go into it.*

*Pretty adequate*

*There is always something. I can't think of anything right now*

*They are doing pretty good*

*They are going in the right direction*

**Other (31 comments)**

*3-D profiles, I think they're getting close to that.*

*A more simple version and an expanded version*

*Ask the customer what they want and find out if there are any areas that have not been sufficiently addressed and fill the gap*

*Better linking with other programs*

*Can't give a for instance right off the top of my head. Location of the information on the Internet*

*Depends on what you need information wise from it, so I'm not sure.*

*Digitize it*

*I don't know what they could do to improve but the satellite readings might help*

*Make it a smaller text; reduce the amount; have the information contained*

*Make it easier for people that don't have a biology background to understand*

*Make it easier to interpret, like identifying the different character types of soils*

*Make it more interactive*

*Make sure they have plenty of the surveys*

*Once the soil survey is digitized for all producers to pull, which is on its way now.*

*Provide Internet access.*

*Put most Louisiana Parish maps online*

*Soils correlated more with tree types.*

*Speed up the modification process.*

*Stream data*

*Tailored individual programs*

*The CSR ratings, put into the book*

*The staff modifies the survey to meet the count*

*The web soil survey could do with actual land usage indicators.*

*They can do their mapping to the standards that they used to use 20 or 30 years ago. They can better train and standardize the work done between different soil scientists. They need to provide published data as well as electronic data.*

*They could provide more information that is market-driven, such as interpretations for building sites, for subdivisions and buildup areas.*

*They need to take out the parts of the urbanization and building because we use mostly agriculture and farmers.*

*Upgrade the levels*

*Upgrading the technology*

*Website needs more general terms for landowners. Make it easier for them to see the different aspects of the website. We haven't had workshops for landowners; a lot of places have them.*

*What they're doing, by making it web accessible will give easiest access to information.*

*When our update is done and on the computer since that will be constantly updated.*