



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

National Resources Inventory

Customer Satisfaction Survey

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Final Report  
April 2007

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**Introduction**

This report is about customer perceptions of services from the National Resources Inventory 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 National Resources Inventory. The questionnaire 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 National Resources Inventory customers. Information about the respondents' backgrounds and responses to other similar questions such as organization and position 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, 'enough local information available versus not', etc.

Appendix D: Verbatims

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

## Data Collection

Interviews were conducted between November 28 and December 19, 2006 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. The National Resources Inventory provided CFI Group with customer names of those who had participated in the program. A total of 209 responses were collected, of which 208 were valid for modeling purposes. Respondent cooperation, participation among those who were qualified and successfully contacted was 90.5%. 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 54.9%.

ACSI Code	Definition	n
U	<b>UNIVERSE OF SAMPLED TELEPHONE NUMBERS</b>	<b>402</b>
	<b>Interviews</b>	
I	Total completed interviews	209
P	Partial interviews	0
<b>I+P</b>	<b>Total interviews</b>	<b>209</b>
	<b>Eligible cases that are not interviewed (Non-respondents)</b>	
	Break-offs	0
	Refusal, qualified cases	22
<b>RQ</b>	<b>Total qualified cases refusals</b>	<b>22</b>
	<b>Cases of unknown eligibility (Unknown eligibility/No contact—Non-interview)</b>	
	Cases of unknown eligibility (Unknown eligibility/No contact—Non-interview)	123
	Foreign language/hard of hearing	1
<b>UE</b>	<b>Total unknown eligibility</b>	<b>124</b>
	<b>Cases that are not eligible (Non-eligible Respondents)</b>	
	Disconnect/out of service	16
	Computer/FAX	5
	Wrong number	23
	Filter	0
	Other Non-eligible respondent	3
<b>NER</b>	<b>Total Non-eligible Respondents</b>	<b>47</b>
	<b>Quota Filled so respondent not eligible for interview</b>	
	Case of quota-filled subgroup	0
	Scheduled for callback, but subgroup quota filled or interview period ended	0
<b>QF</b>	<b>Total Quota Filled Respondents</b>	<b>0</b>
<b>U</b>	<b>Universe of Sampled Numbers</b>	<b>402</b>
<b>NER</b>	<b>Less Non-eligible Respondents</b>	<b>47</b>
<b>QF</b>	<b>Less Quota Filled Respondents</b>	<b>0</b>
<b>EU</b>	<b>Universe of Eligible Numbers</b>	<b>355</b>

**COOPERATION RATE (AAPOR (2)) = I/(I+P)+RQ 90.5%**

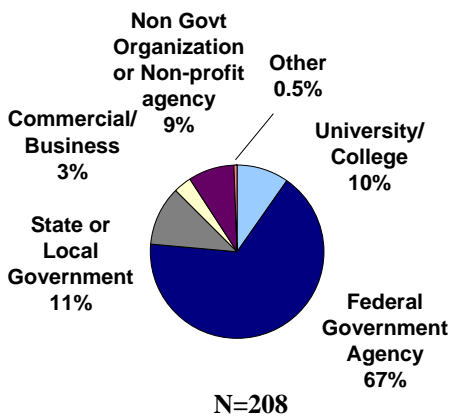
**e = (I+P+RQ+QF)/(I+P+RQ+QF+NER) 83.1%**

**RESPONSE RATE (AAPOR RR(3)) = I+COOP(QF)/(I+P+RQ+QF+NER+e(UE)) 54.9%**

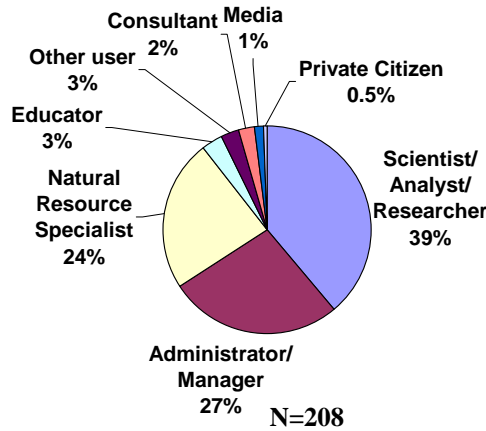
**Respondents' Backgrounds**

Two-thirds of the respondents were from federal government agencies. Another 11% were from State or local government and 10% were from universities or colleges. With respect to respondents' positions, scientist/analyst/researcher was the most frequent (39%). Administrators/managers comprised just over one-quarter (27%) and natural resource specialists made up another quarter (24%). Additional information about the respondents' backgrounds and responses to other similar questions are included in Appendix B: Customer Background. Most respondents have been using NRI data for a considerable length of time. Two-thirds (65%) have been using the data for ten years or more and another 19% have been using NRI data for at least five years.

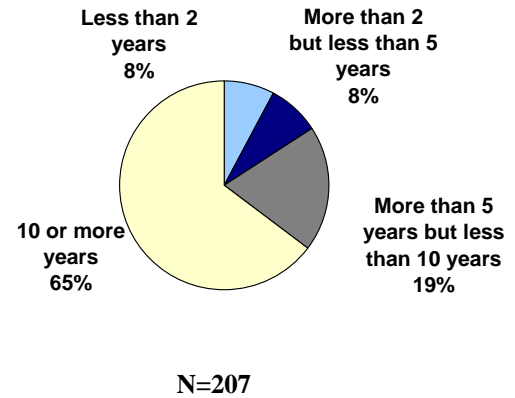
**Organization**



**Position**



**Length of time using NRI data**



Additional information about the respondents' backgrounds and responses to other similar questions are included in Appendix B: Customer Background.

Most of the questions in the survey asked the respondent to rate 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 outcome, findings, case resolved in favor of customer or not, etc.

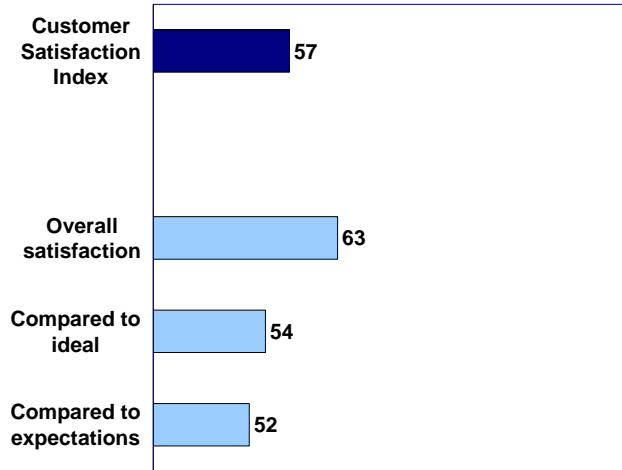
Open-ended questions were also included in the questionnaire. All responses to open-ended questions are included in Appendix D: Verbatim Comments.

**Customer Satisfaction (ACSI)**

The **Customer Satisfaction Index (CSI)** is a weighted average of the three ACSI benchmark questions in the questionnaires 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 2006 Customer Satisfaction Index (CSI) for the National Resources Inventory is 57 on a 0-100 scale. This score is below the Federal Government’s Customer Satisfaction Index for 2006 (72).

**Customer Satisfaction Index**



N=208



### **Customer Satisfaction Model**

The National Resources Inventory 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. 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 component on the right.

The NRCS National Resources Inventory can use the scores (in ovals) and impacts (in rectangles) from the model shown on the next page to target areas for improvement that will have the greatest leverage on Customer Satisfaction.

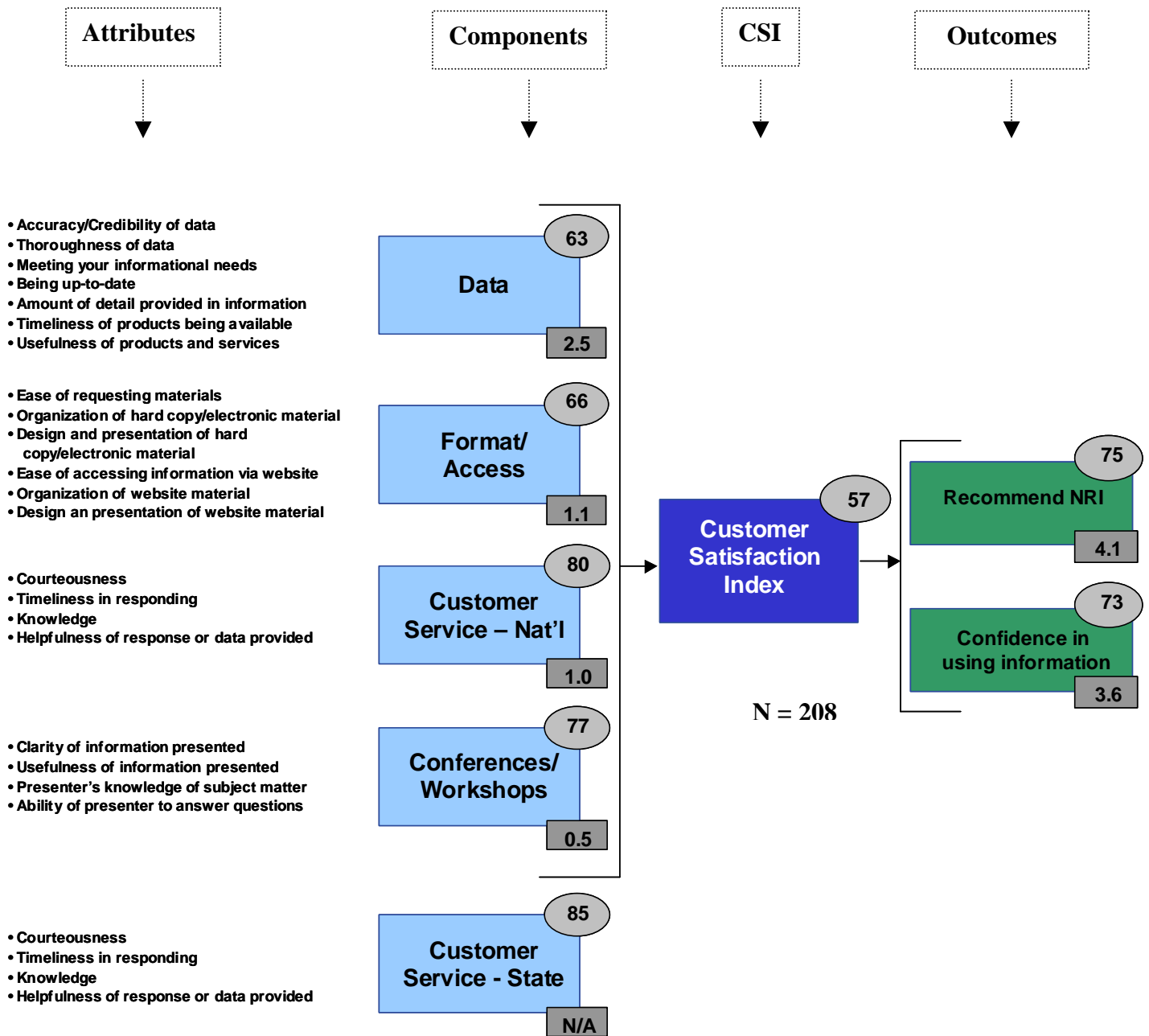
Attribute scores are the mean (average) respondent scores to each individual question that was asked in the survey. Respondents are asked to rate each item on a 1-10 scale with "1" being "poor" and "10" being "excellent." CFI Group converts the mean responses to these items to a 0-100 scale for reporting 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 'Courtesy, 'Knowledge' and the others listed are combined to create the component score for 'Customer Service.'

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 Customer Service Representative increased by five points (80 to 85), Customer Satisfaction would increase by the amount of its impact, 1.0 point, (from 57 to 58). 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 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' or 'Confidence in using information' would increase by the amount of their impact. In the case of Recommending, the likelihood to recommend would increase by 4.1 points with a five-point increase in 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.

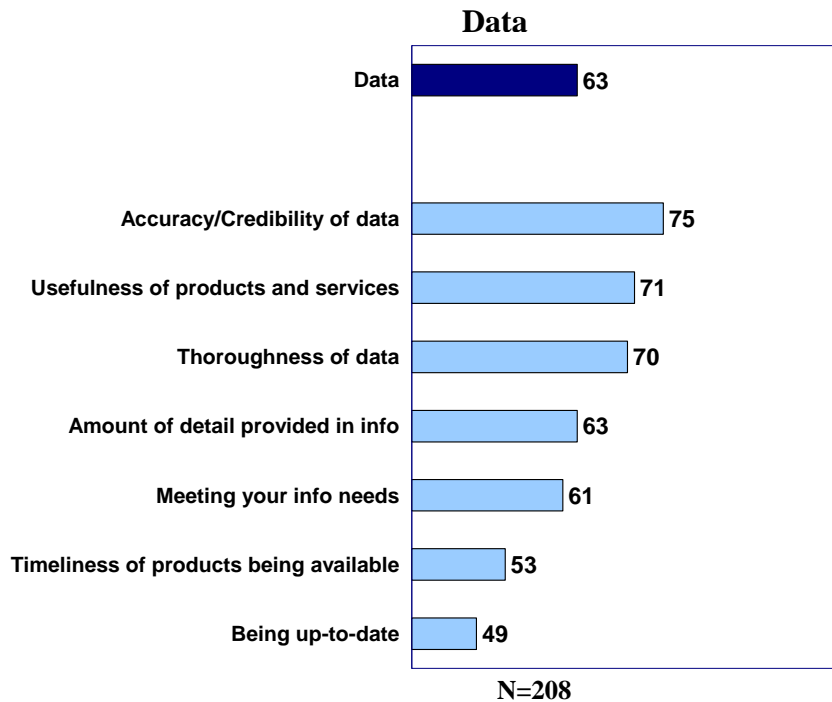
### USDA NRCS National Resources Inventory Customer Satisfaction Model



**Drivers of Customer Satisfaction**

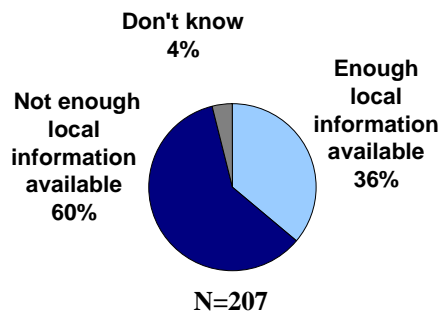
**Data**  
*Impact 2.5*

Data respondents received from that National Resources Inventory were the key driver of Customer Satisfaction. While respondents gave solid scores to the accuracy/credibility of the data and its thoroughness, data were not seen as up-to-date or available in a timely manner. Respondents’ scores also indicated that they wanted more detail in the data and data could be improved to better meet their information needs. Improving the data products of NRI is a key opportunity to increase overall satisfaction with NRI. Data has a sizable impact on satisfaction, as every two-point increase in the performance of this area will result in a subsequent one-point increase in Customer Satisfaction.



Having enough local information was an issue for many of the respondents, as 60% indicated there was not enough local information. These respondents not only scored Data significantly lower than those who thought there was enough local data (57 versus 73), they were also far less satisfied overall with NRI (Customer Satisfaction Index of 50 versus 67). Attribute Table ‘Enough local information available’ in Appendix C compares all scores between these two groups.

**Amount of local information available**

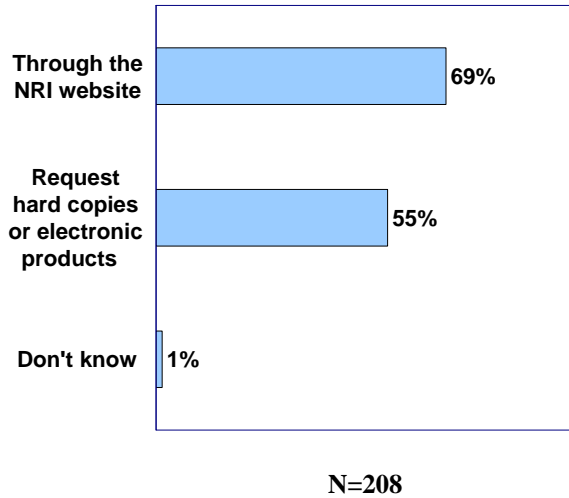


**Format/Access**

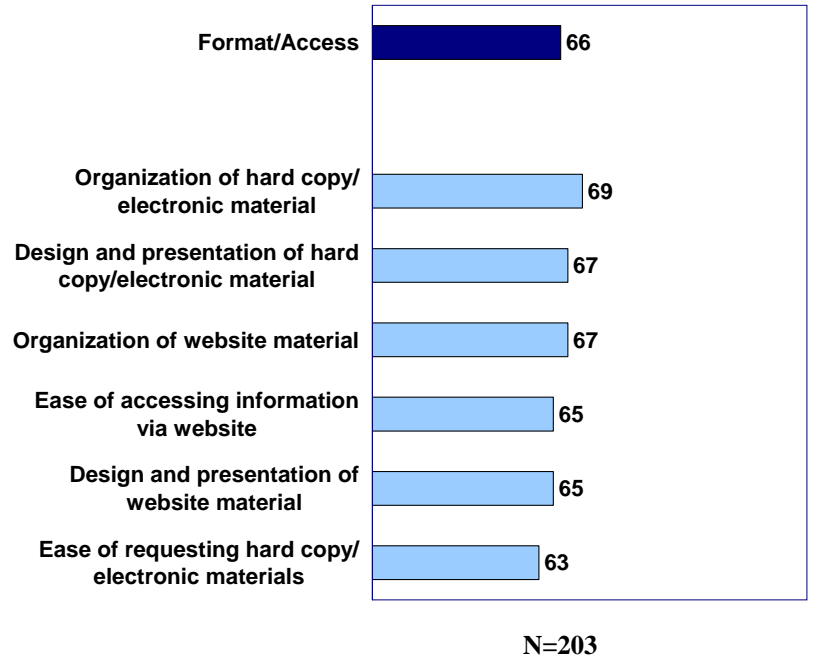
**Impact 1.1**

A majority of respondents (69%) access NRI products through the NRI website and over half (55%) mentioned requesting hard copies or electronic products. The area of Format/Access has a sizable impact on satisfaction with an impact of 1.1.

**How access NRI products**



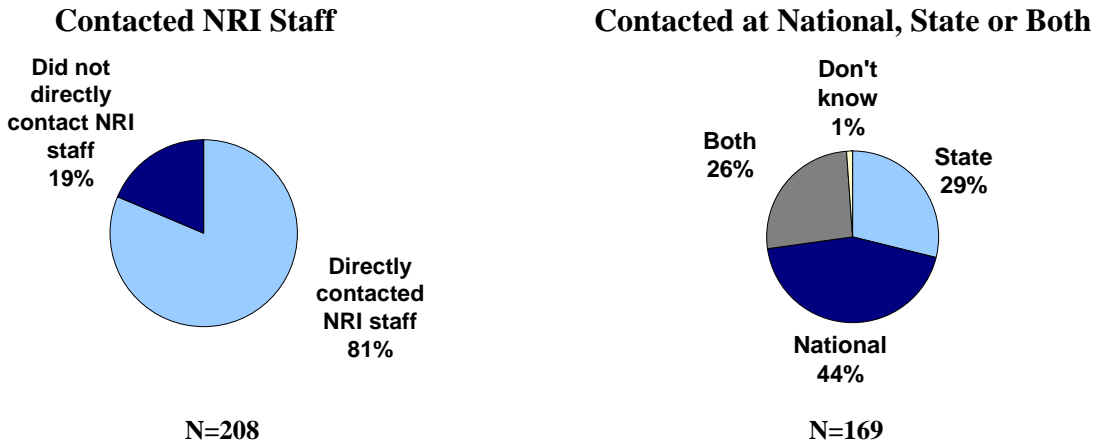
**Format/Access**



Respondents felt there was opportunity to improve all items related to access and format with scores in the 60s for all items in this area. Access to materials was found to be somewhat difficult for those requesting materials (either electronic or hard copy) or accessing website information. The design and presentation of materials and organization of materials (both web and hard copy) also provide opportunities to improve.

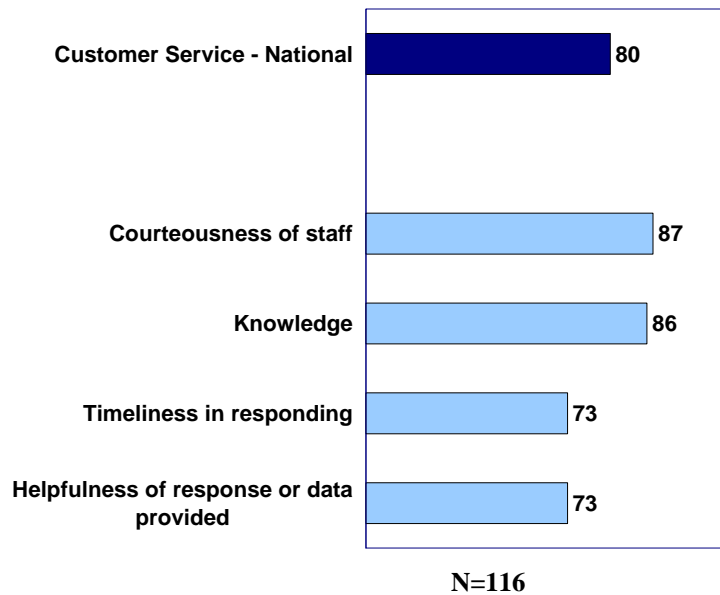
**Customer Service - National**  
*Impact 1.0*

Most respondents had directly contacted the NRI staff for information or some type of assistance. Forty-four percent contacted NRI at the National level, while 29% did so at the State level and 26% contacted at both National and State levels. Customer service staff was viewed as a strength of NRI.



Customer Service at the National level has an impact of 1.0 on Customer Satisfaction. *(Note: There was no impact reported for local customer service due to the smaller sample and high degree of colinearity with the National level component.)* Respondents gave positive ratings to customer service overall. In particular customers found the staff to be courteous and knowledgeable. However, scores indicate that they would like the National staff to be timelier in responding and provide a more helpful response (or data).

**Customer Service - National**

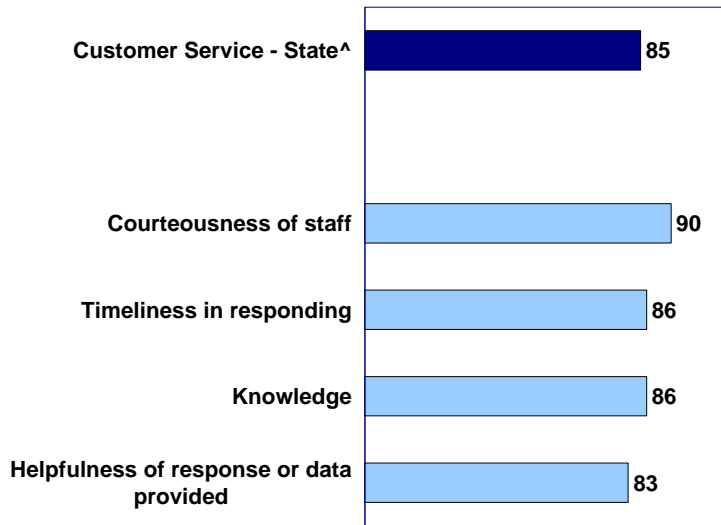


**Customer Service - State**

*Impact -N/A*

Those respondents who contacted NRI at the State level gave customer service high ratings. Respondents found the staff to be courteous and knowledgeable. However, compared to the National level customers found the states to be timely in responding and providing helpful responses or data (with scores thirteen points and ten points higher at the State level respectively). These differences are significant at a 90% level of confidence). In evaluating State level and National level customer service, the same questions were used and results produced a high degree of colinearity between State and National customer service thus only National level impacts are reported.

**Customer Service - State**



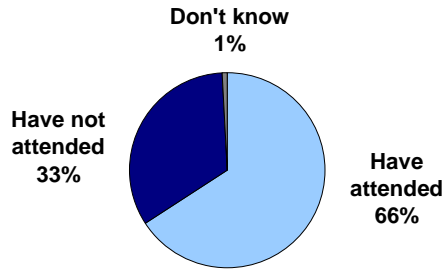
N=93

**Conferences/Workshops**

**Impact 0.5**

Two-thirds of respondents had attended a conference or workshop or other type of meeting where NRI estimates and results were presented or discussed.

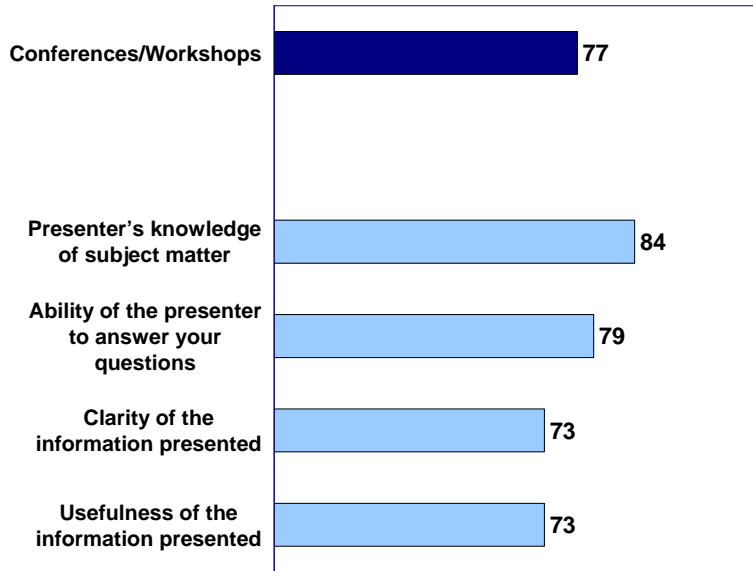
**Attended a conference or workshop**



N=208

Respondents found the presenters at the conferences to be knowledgeable of subject matter and gave a favorable rating to their ability to answer questions (79). Areas for improvement in conferences and workshops include presenting information in a clearer manner and providing information more useful to the attendees.

**Conferences/Workshops**



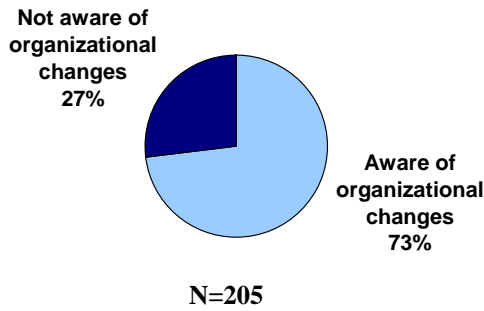
N=134

**Organizational Change**

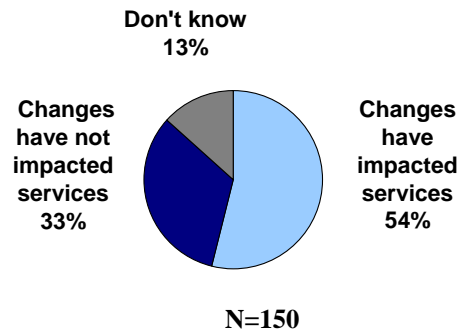
Respondents were asked about NRI’s organizational change. Respondents were asked ‘Are you aware that NRI has gone through some recent program organizational changes?’ and ‘Do you feel that NRI’s recent organizational changes have impacted the availability and use of services that you require?’

Almost three-quarters (73%) of the respondents were aware of the organizational change. Of those who were aware of the organizational change, over half (54%) believed that the changes impacted the availability and use of services they required. Those without knowledge of the organizational change may be slightly more satisfied with NRI as there is a five-point gap in satisfaction between those who are aware of the organizational change and those who are not. However, the difference is not statistically significant at a 90% level of confidence but it is at a less stringent 80% confidence interval. Appendix C provides a table comparing the two groups. There is a significant difference in the Data ratings given by the two groups with those not aware of the organizational change giving higher scores.

**Aware of organizational change**



**Believe organizational change has impacted services**





**Outcomes of Customer Satisfaction**

In addition to determining drivers of Customer Satisfaction, two outcome behaviors were measured as well. Respondents were asked about their likelihood to recommend the National Resources Inventory to others and about their confidence in using the information from the National Resources Inventory.

**Likelihood to recommend**

Respondents are somewhat likely to recommend the National Resources Inventory to others. Likelihood to recommend was rated 75. Customer Satisfaction has an impact of 4.1 on the likelihood to recommend NRI. Thus, if satisfaction were to improve by five points, customers likelihood to recommend NRI would increase by 4.1 points.

**Confidence in Information**

Confidence in using the information from National Resources Inventory was rated 73. Satisfaction's impact on confidence in information similar to the impact it has on likelihood to recommend with an impact of 3.6.

## Summary and Recommendations

Respondents rated their satisfaction with the National Resources Inventory (57) significantly lower than the Federal Government average or other USDA benchmarks. However, respondents did give positive evaluations to the Customer Service, both at National and State level, and conferences and workshops available through NRI.

Respondents were mostly (Federal) Government agency employees and have been long-time users of NRI data.

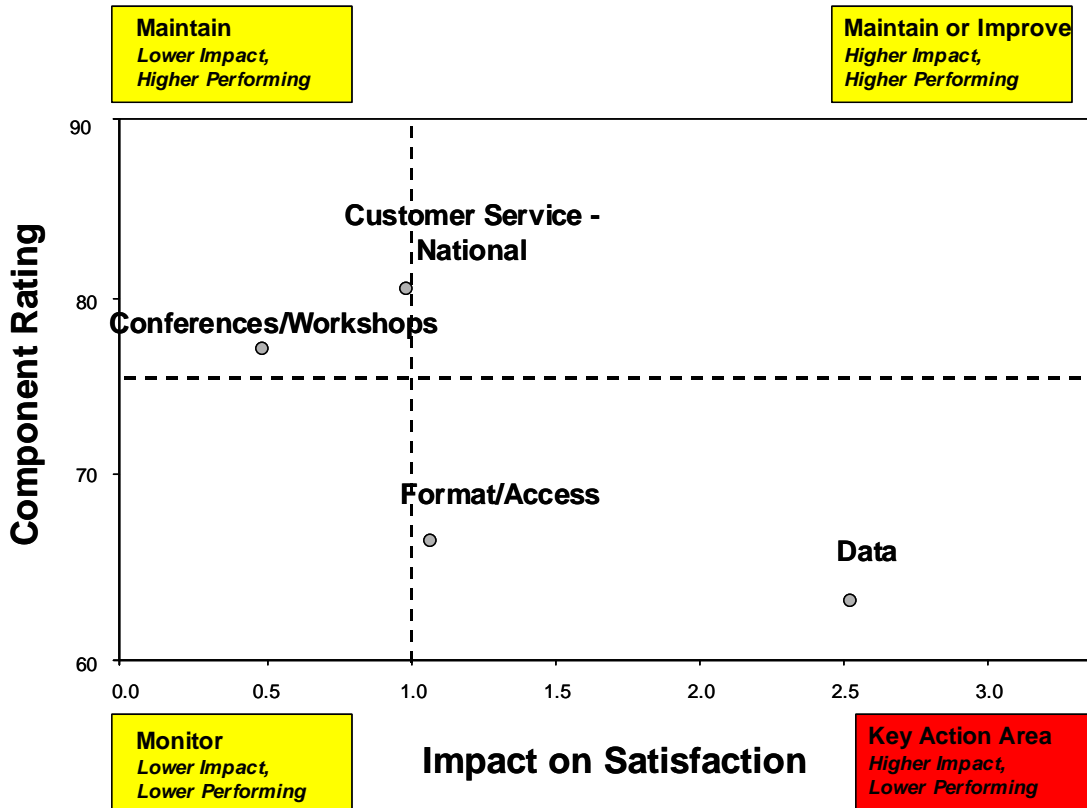
Data, which was the key Customer Satisfaction driver, received the lowest ratings of the areas evaluated. Three-fifths of respondents felt that there was not enough local information available. A sizeable and statistically significant 17-point gap in satisfaction exists between those who feel there is enough local information and those who do not feel local information is adequate. Timeliness and data being-up-to date were the most critical issues. Respondents mostly felt that the information was accurate, useful and thorough. The accessibility of data and its format were also viewed as areas, which could be improved. Respondents scored items such as organization, design and presentation and ease of access in the 60s, indicating opportunity for improvement exists in these areas as well.

Customer service both at the National and State level was viewed as a strength of NRI. Staff was found to be courteous and knowledgeable. States did score significantly higher in timeliness of response and helpfulness of response than National NRI did.

About two-thirds of respondents attended a conference or workshop where NRI estimates and results were presented or discussed. Workshops also received a positive rating. Presenters were viewed as knowledgeable and received relatively strong scores for their ability to answer questions.

About three-quarters of respondents were aware of NRI's organizational change and a majority of these respondents felt that it had impacted the availability and use of services.

In order to improve Customer Satisfaction it is recommended to focus on improving the high-impact, low-performing areas first. Data should be the highest priority.



In particular, to boost satisfaction provide customers with up-to-date data in a timelier manner. Customers would also like to have more localized data at State and local levels with more detail. Addressing the data needs will leverage the high-impact this area has on Customer Satisfaction.

Improving the accessibility of data would be a second area of focus. Customers would like better access to data either when they access it themselves via the website or when they request data from NRI. Improving the format of the data in its presentation and organization is also an opportunity to increase Customer Satisfaction.

Customer service and conferences and workshops are higher performing, lower impact areas where maintaining status quo should be the objective.

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## **APPENDIX A : SURVEY QUESTIONNAIRE**

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## USDA NRCS – National Resources Inventory 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 National Resources Inventory Program. 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 National Resources Inventory (NRI) program 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

### Intro

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

The National Resources Inventory (NRI) 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.

Intro3. ARE YOU FAMILIAR WITH THE NATIONAL RESOURCES INVENTORY (NRI) PROGRAM FROM THE NATURAL RESOURCE CONSERVATION SERVICE (NRCS)?

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

**The National 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 National Resources Inventory (NRI) program is one of these programs.**

**Specifically, The National Resources Inventory (NRI) program:**

**The National Resources Inventory (NRI) is a statistical survey designed to help gauge natural resource status, conditions and trends on the Nation's nonfederal land. The NRI provides nationally consistent statistical data on how these lands are used and on changes in land use patterns for the time period of 1982 to 2003. NRI information is utilized by a number of public and private entities interested in natural resource issues and related policy concerns.**

Intro4. We ask on behalf of the National Resources Inventory (NRI) program 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 used products from the National Resources Inventory (NRI) program of the Natural Resources Conservation Service (NRCS)?

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. Which of the following best describes your organization?

1. University/College
2. Federal Government agency
3. State or Local Government
4. Commercial/Business
5. Non Government Organization or Non-profit agency
6. Other (Specify)

Demo2. Which of the following best describes your position?

1. Scientist/Analyst/Researcher
2. Consultant
3. Educator
4. The Media
5. Administrator/Manager
6. Private Citizen
7. Natural Resource Specialist
8. Other user



Demo3. How long have you been using data from National Resources Inventory (NRI)?

1. Less than 2 years
2. More than 2 but less than 5 years
3. More than 5 years but less than 10 years
4. 10 or more years

Demo4. How do you access information from National Resources Inventory (NRI)? (Select all that apply)

1. Request Hard Copies or electronic products through email (ASK Q1 – Q3)
2. Through the NRI website (ASK Q4-Q6)
3. Don't Know/Do not access NRI info (SKIP TO Q13)

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#### Format/Access Hard Copies or Electronic Products

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Thinking about the information from National Resources Inventory (NRI) 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:

- Q1. Ease of requesting materials
- Q2. Organization of material
- Q3. Design and presentation of material

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#### Format/Access Website

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Thinking about the information from National Resources Inventory (NRI) 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:

- Q4. Ease of accessing information via website
- Q5. Organization of material
- Q6. Design and presentation of material

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#### Data

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Thinking about the data that you receive from National Resources Inventory (NRI), on a scale from 1 to 10, where "1" is "Poor" and "10" is "Excellent" please rate the data on the following:

- Q7. Accuracy/Credibility of data
- Q8. Thoroughness of the data
- Q9. Meeting your informational needs
- Q10. Being up-to-date
- Q11. Amount of detail provided in information
- Q12. Is there enough local information available from National Resources Inventory (NRI) to meet your needs?
  1. Yes
  2. No
  3. Don't Know

---

**Customer Service**

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Q13. Have you directly contacted National Resources Inventory (NRI) staff for information or some other type of assistance?

1. Yes (ASK Q14)
2. No (SKIP TO Q23)
3. Don't Know (SKIP TO Q23)

Q14. Did you contact National Resources Inventory (NRI) staff at the State-level, national-level or both?

1. State (ASK Q15-18)
2. National (ASK Q19-22)
3. Both (ASK Q15-22)
4. Don't Know (SKIP TO Q23)

**(ASK ONLY IF Q14=1 STATE)**

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

- Q15. Courteousness of staff
- Q16. Timeliness in responding
- Q17. Knowledge
- Q18. Helpfulness of response or data provided

**(ASK ONLY IF Q14=2 NATIONAL)**

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

- Q19. Courteousness of staff
- Q20. Timeliness in responding
- Q21. Knowledge
- Q22. Helpfulness of response or data provided

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**Product Delivery**

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Please think about the delivery of NRI products and their availability. Use a scale from 1 to 10, where 1 means "Poor" and 10 means "Excellent."

- Q23. Please rate the timeliness of the NRI products being available. Use a scale from 1 to 10, where 1 means "Poor" and 10 means "Excellent."
- Q24. Please rate the usefulness of the products and services of NRI program. Use a scale from 1 to 10, where 1 means "Not very useful" and 10 means "Very useful."
- Q25. Are you aware that NRI has gone through some recent program organizational changes?
1. Yes
  2. No (SKIP TO Q28)

- Q26. Do you feel that NRI's recent organizational changes have impacted the availability and use of services that you require?
1. Yes (ASK Q27)
  2. No (SKIP TO Q28)
  3. Don't Know (SKIP TO Q28)
- Q27. How have the recent changes to the delivery of NRI products and services affected you?

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#### Conferences/Workshops

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- Q28. Have you attended any conferences, workshops, forums or other type of meeting where NRI estimates and results were presented or discussed?
1. Yes (ASK Q29-32)
  2. No (SKIP TO Q33)
  3. Don't Know (SKIP TO Q33)

Please rate the National Resources Inventory (NRI) conferences, workshops, forums or other type of meeting on the following. Use a scale from 1 to 10, where 1 means "Poor" and 10 means "Excellent."

- Q29. Clarity of the information presented
- Q30. Usefulness of the information presented
- Q31. Presenter's knowledge of subject matter
- Q32. 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 the National Resources Inventory (NRI) and its data products and services in answering the following.*

- Q33. First, please consider all your experiences to date with the National Resources Inventory (NRI). Using a 10-point scale on which "1" means "Very dissatisfied" and "10" means "Very satisfied," how satisfied are you with NRI?
- Q34. To what extent has the National Resources Inventory (NRI) 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."
- Q35. Forget about the National Resources Inventory (NRI) program for a moment. Now, imagine the ideal data provider. How well do you think the NRI data provider compares with the 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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- Q36. How likely are you to recommend the products and services of the National Resources Inventory (NRI) to your colleagues? Please use a scale from 1 to 10, where "1" means "not very likely" and "10" means "very likely."
- Q37. How confident are you in using the information provided by the National Resources Inventory (NRI) for your needs? Please use a scale from 1 to 10, where "1" means "not very confident" and "10" means "very confident."

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Open-End

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Q38. How could the USDA NRCS National Resources Inventory better serve the needs of its customers?

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Closing

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The USDA Natural Resources Conservation Service (NRCS) National Resources Inventory (NRI) program would like to thank you for your time and participation today. Your feedback is greatly appreciated.

**APPENDIX B: CUSTOMER BACKGROUND/  
NON-MODELED QUESTIONS**

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	Percent of Respondents
<b>Organization</b>	
University/College	10%
Federal Government Agency	67%
State or Local Government	11%
Commercial/Business	3%
Non Government Organization or Non-profit agency	9%
Other	0%
<b>Number of Respondents</b>	
<b>208</b>	
<b>Position</b>	
Scientist/Analyst/Researcher	39%
Consultant	2%
Educator	3%
The Media	1%
Administrator/Manager	27%
Private Citizen	0%
Natural Resource Specialist	24%
Other user	3%
<b>Number of Respondents</b>	
<b>208</b>	
<b>Length of time using data from NRI</b>	
Less than 2 years	8%
More than 2 but less than 5 years	8%
More than 5 years but less than 10 years	19%
10 or more years	65%
<b>Number of Respondents</b>	
<b>207</b>	
<b>Method for accessing information from National Resources Inventory (NRI)*</b>	
Request hard copies or electronic products through email	55%
Through the NRI website	69%
Don't know/Do not access NRI info	1%
<b>Number of Respondents</b>	
<b>208</b>	
<b>Enough local information available</b>	
Yes	36%
No	60%
Don't know	4%
<b>Number of Respondents</b>	
<b>205</b>	
<b>Directly contacted NRI staff</b>	
Yes	81%
No	19%
<b>Number of Respondents</b>	
<b>208</b>	
<b>Contacted NRI staff at the State-level, national-level or both</b>	
State	29%
National	44%
Both	26%
Don't know	1%
<b>Number of Respondents</b>	
<b>169</b>	

	<b>Percent of Respondents</b>
<b>Aware of recent program organizational changes</b>	
Yes	73%
No	27%
<b>Number of Respondents</b>	
<b>205</b>	
<b>Recent changes impacted availability and use of services</b>	
Yes	54%
No	33%
Don't know	13%
<b>Number of Respondents</b>	
<b>150</b>	
<b>Attended any conferences, workshops, forums or other type of meeting</b>	
Yes	66%
No	33%
Don't know	1%
<b>Number of Respondents</b>	
<b>208</b>	



## **APPENDIX C: ATTRIBUTE TABLES**

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### Attribute Table - Aggregate

	Score	Total Impact
<b>Format/Access</b>	<b>66</b>	<b>1.1</b>
Ease of requesting hard copy/electronic materials	63	
Organization of hard copy/electronic material	69	
Design and presentation of hard copy/electronic material	67	
Ease of accessing information via website	65	
Organization of website material	67	
Design and presentation of website material	65	
<b>Data</b>	<b>63</b>	<b>2.5</b>
Accuracy/Credibility of data	75	
Thoroughness of the data	70	
Meeting your informational needs	61	
Being up-to-date	49	
Amount of detail provided in information	63	
Timeliness of the NRI products being available	53	
Usefulness of the products and services	71	
<b>Customer Service - State^</b>	<b>85</b>	<b>--</b>
Courteousness of staff	90	
Timeliness in responding	86	
Knowledge	86	
Helpfulness of response or data provided	83	
<b>Customer Service - National</b>	<b>80</b>	<b>1.0</b>
Courteousness of staff	87	
Timeliness in responding	73	
Knowledge	86	
Helpfulness of response or data provided	73	
<b>Conferences/Workshops</b>	<b>77</b>	<b>0.5</b>
Clarity of the information presented	73	
Usefulness of the information presented	73	
Presenter's knowledge of subject matter	84	
Ability of the presenter to answer your questions	79	
<b>Customer Satisfaction Index</b>	<b>57</b>	
Overall satisfaction	63	
Compared to expectations	52	
Compared to ideal	54	
<b>Likelihood to recommend NRI</b>	<b>75</b>	<b>4.1</b>
Likelihood to recommend NRI	75	
<b>Confidence in using the information provided by the NRI</b>	<b>73</b>	<b>3.6</b>
Confidence in using the information provided by the NRI	73	
<b>Number of Respondents</b>	<b>208</b>	

## Attribute Table - Organization

	University/ College*	Federal Government Agency	State or Local Government*	Non Government Organization or Non-profit agency*
<b>Format/Access</b>	<b>71</b>	<b>66</b>	<b>69</b>	<b>63</b>
Ease of requesting hard copy/electronic materials	65	62	73	74
Organization of hard copy/electronic material	76	68	71	69
Design and presentation of hard copy/electronic material	64	67	68	75
Ease of accessing information via website	62	65	68	61
Organization of website material	69	67	73	62
Design and presentation of website material	67	64	69	65
<b>Data</b>	<b>73</b>	<b>61</b>	<b>67</b>	<b>68</b>
Accuracy/Credibility of data	86	73	73	80
Thoroughness of the data	77	67	72	78
Meeting your informational needs	71	58	66	70
Being up-to-date	61	45	57	56
Amount of detail provided in information	74	62	69	63
Timeliness of the NRI products being available	62	51	60	54
Usefulness of the products and services	79	69	71	78
<b>Customer Service - State^</b>	<b>70</b>	<b>86</b>	<b>86</b>	<b>90</b>
Courteousness of staff	92	89	90	95
Timeliness in responding	73	87	85	84
Knowledge	92	85	87	90
Helpfulness of response or data provided	69	83	79	90
<b>Customer Service - National</b>	<b>87</b>	<b>80</b>	<b>84</b>	<b>77 *</b>
Courteousness of staff	89	88	87	80
Timeliness in responding	81	73	81	71
Knowledge	87	87	91	84
Helpfulness of response or data provided	88	71	78	71
<b>Conferences/Workshops</b>	<b>81</b>	<b>76</b>	<b>80</b>	<b>84</b>
Clarity of the information presented	80	72	74	80
Usefulness of the information presented	80	72	72	83
Presenter's knowledge of subject matter	84	84	88	88
Ability of the presenter to answer your questions	81	78	89	79
<b>Customer Satisfaction Index</b>	<b>66</b>	<b>55</b>	<b>61</b>	<b>60</b>
Overall satisfaction	74	61	67	65
Compared to expectations	62	49	57	60
Compared to ideal	57	52	60	52
<b>Likelihood to recommend NRI</b>	<b>81</b>	<b>73</b>	<b>76</b>	<b>80</b>
Likelihood to recommend NRI	81	73	76	80
<b>Confidence in using the information provided by the NRI</b>	<b>81</b>	<b>72</b>	<b>72</b>	<b>75</b>
Confidence in using the information provided by the NRI	81	72	72	75
<b>Number of Respondents</b>	<b>20 *</b>	<b>139</b>	<b>23 *</b>	<b>18 *</b>

\* Low sample size

## Attribute Table - Position

	Scientist/ Analyst/ Researcher	Administrator/ Manager	Natural Resource Specialist
<b>Format/Access</b>	<b>66</b>	<b>64</b>	<b>71</b>
Ease of requesting hard copy/electronic materials	61	62	72
Organization of hard copy/electronic material	68	65	74
Design and presentation of hard copy/electronic material	67	66	72
Ease of accessing information via website	66	62	68
Organization of website material	67	66	71
Design and presentation of website material	67	65	63
<b>Data</b>	<b>65</b>	<b>63</b>	<b>61</b>
Accuracy/Credibility of data	77	73	73
Thoroughness of the data	68	71	69
Meeting your informational needs	61	61	59
Being up-to-date	52	48	41
Amount of detail provided in information	65	64	62
Timeliness of the NRI products being available	54	52	54
Usefulness of the products and services	75	69	68
<b>Customer Service - State^</b>	<b>85</b>	<b>81</b>	<b>91</b>
Courteousness of staff	92	81	95
Timeliness in responding	86	82	91
Knowledge	84	81	92
Helpfulness of response or data provided	80	81	87
<b>Customer Service - National</b>	<b>79</b>	<b>79</b>	<b>85</b>
Courteousness of staff	87	84	92
Timeliness in responding	70	73	80
Knowledge	85	87	90
Helpfulness of response or data provided	73	70	77
<b>Conferences/Workshops</b>	<b>77</b>	<b>74</b>	<b>81</b>
Clarity of the information presented	73	71	76
Usefulness of the information presented	75	68	76
Presenter's knowledge of subject matter	83	83	90
Ability of the presenter to answer your questions	79	76	83
<b>Customer Satisfaction Index</b>	<b>57</b>	<b>55</b>	<b>59</b>
Overall satisfaction	64	62	64
Compared to expectations	53	50	53
Compared to ideal	53	52	58
<b>Likelihood to recommend NRI</b>	<b>78</b>	<b>75</b>	<b>73</b>
Likelihood to recommend NRI	78	75	73
<b>Confidence in using the information provided by the NRI</b>	<b>75</b>	<b>71</b>	<b>73</b>
Confidence in using the information provided by the NRI	75	71	73
<b>Number of Respondents</b>	<b>81</b>	<b>56</b>	<b>49</b>

### Attribute Table – Have recent changes impacted services

	Recent changes impacted availability and use of services	Recent changes have not impacted availability and use of services	Don't know <sup>*</sup>
<b>Format/Access</b>	<b>64</b>	<b>67</b>	<b>65</b>
Ease of requesting hard copy/electronic materials	60	67	61
Organization of hard copy/electronic material	66	67	72
Design and presentation of hard copy/electronic material	65	68	66
Ease of accessing information via website	64	66	57
Organization of website material	66	69	62
Design and presentation of website material	63	66	62
<b>Data</b>	<b>57</b>	<b>64</b>	<b>65</b>
Accuracy/Credibility of data	72	74	74
Thoroughness of the data	65	67	73
Meeting your informational needs	53	60	66
Being up-to-date	35	54	55
Amount of detail provided in information	58	63	64
Timeliness of the NRI products being available	44	60	57
Usefulness of the products and services	67	71	68
<b>Customer Service - State<sup>^</sup></b>	<b>86</b>	<b>84</b>	<b>73</b>
Courteousness of staff	87	90	92
Timeliness in responding	87	85	74
Knowledge	86	81	81
Helpfulness of response or data provided	83	82	75
<b>Customer Service - National</b>	<b>79</b>	<b>84</b>	<b>84</b>
Courteousness of staff	87	88	94
Timeliness in responding	70	80	81
Knowledge	87	87	88
Helpfulness of response or data provided	71	79	73
<b>Conferences/Workshops</b>	<b>77</b>	<b>76</b>	<b>77</b>
Clarity of the information presented	71	71	78
Usefulness of the information presented	73	71	73
Presenter's knowledge of subject matter	87	81	87
Ability of the presenter to answer your questions	79	80	74
<b>Customer Satisfaction Index</b>	<b>53</b>	<b>58</b>	<b>58</b>
Overall satisfaction	59	66	62
Compared to expectations	48	53	55
Compared to ideal	50	56	52
<b>Likelihood to recommend NRI</b>	<b>75</b>	<b>74</b>	<b>68</b>
Likelihood to recommend NRI	75	74	68
<b>Confidence in using the information provided by the NRI</b>	<b>72</b>	<b>74</b>	<b>70</b>
Confidence in using the information provided by the NRI	72	74	70
<b>Number of Respondents</b>	<b>81</b>	<b>49</b>	<b>20<sup>*</sup></b>

### Attribute Table – Contacted NRI at State, National or Both

	State	National	Both
<b>Format/Access</b>	<b>72</b>	<b>67</b>	<b>62</b>
Ease of requesting hard copy/electronic materials	70	60	58
Organization of hard copy/electronic material	74	72	61
Design and presentation of hard copy/electronic material	70	69	59
Ease of accessing information via website	68	63	66
Organization of website material	71	67	66
Design and presentation of website material	71	63	65
<b>Data</b>	<b>69</b>	<b>60</b>	<b>60</b>
Accuracy/Credibility of data	75	75	73
Thoroughness of the data	76	66	68
Meeting your informational needs	70	59	53
Being up-to-date	57	41	44
Amount of detail provided in information	67	62	60
Timeliness of the NRI products being available	62	49	50
Usefulness of the products and services	77	69	68
<b>Customer Service - State<sup>^</sup></b>	<b>88</b>	<b>--</b>	<b>83</b>
Courteousness of staff	89	--	91
Timeliness in responding	87	--	84
Knowledge	90	--	82
Helpfulness of response or data provided	85	--	79
<b>Customer Service - National</b>	<b>--</b>	<b>82</b>	<b>77</b>
Courteousness of staff	--	90	83
Timeliness in responding	--	75	70
Knowledge	--	88	83
Helpfulness of response or data provided	--	74	71
<b>Conferences/Workshops</b>	<b>78</b>	<b>78</b>	<b>76</b>
Clarity of the information presented	74	73	71
Usefulness of the information presented	75	73	69
Presenter's knowledge of subject matter	85	88	84
Ability of the presenter to answer your questions	81	80	80
<b>Customer Satisfaction Index</b>	<b>63</b>	<b>55</b>	<b>52</b>
Overall satisfaction	68	62	60
Compared to expectations	60	50	48
Compared to ideal	60	53	46
<b>Likelihood to recommend NRI</b>	<b>79</b>	<b>76</b>	<b>72</b>
Likelihood to recommend NRI	79	76	72
<b>Confidence in using the information provided by the NRI</b>	<b>76</b>	<b>76</b>	<b>68</b>
Confidence in using the information provided by the NRI	76	76	68
<b>Number of Respondents</b>	<b>49</b>	<b>74</b>	<b>44</b>

### Attribute Table – Length of time using NRI data

	Less than 2 years*	More than 2 but less than 5 years*	More than 5 years but less than 10 years	10 or more years
<b>Format/Access</b>	<b>70</b>	<b>65</b>	<b>62</b>	<b>68</b>
Ease of requesting hard copy/electronic materials	65	69	64	64
Organization of hard copy/electronic material	75	89	67	68
Design and presentation of hard copy/electronic material	70	75	64	67
Ease of accessing information via website	60	56	53	69
Organization of website material	70	59	60	69
Design and presentation of website material	73	58	60	66
<b>Data</b>	<b>73</b>	<b>61</b>	<b>63</b>	<b>63</b>
Accuracy/Credibility of data	84	76	76	74
Thoroughness of the data	74	66	71	69
Meeting your informational needs	72	57	64	60
Being up-to-date	62	47	51	47
Amount of detail provided in information	78	63	61	63
Timeliness of the NRI products being available	67	54	54	52
Usefulness of the products and services	82	65	69	71
<b>Customer Service - State<sup>^</sup></b>	<b>89</b>	<b>82</b>	<b>80</b>	<b>87</b>
Courteousness of staff	89	89	89	90
Timeliness in responding	91	81	79	88
Knowledge	87	81	85	87
Helpfulness of response or data provided	89	78	80	83
<b>Customer Service - National</b>	<b>72</b>	<b>83</b>	<b>81</b>	<b>81</b>
Courteousness of staff	78	91	87	89
Timeliness in responding	73	73	77	73
Knowledge	81	84	83	89
Helpfulness of response or data provided	52	83	78	73
<b>Conferences/Workshops</b>	<b>75</b>	<b>74</b>	<b>78</b>	<b>77</b>
Clarity of the information presented	76	71	76	72
Usefulness of the information presented	73	68	76	72
Presenter's knowledge of subject matter	78	83	83	85
Ability of the presenter to answer your questions	70	78	74	81
<b>Customer Satisfaction Index</b>	<b>67</b>	<b>58</b>	<b>55</b>	<b>56</b>
Overall satisfaction	75	65	62	63
Compared to expectations	65	53	50	52
Compared to ideal	63	55	52	53
<b>Likelihood to recommend NRI</b>	<b>84</b>	<b>76</b>	<b>72</b>	<b>75</b>
Likelihood to recommend NRI	84	76	73	75
<b>Confidence in using the information provided by the NRI</b>	<b>84</b>	<b>70</b>	<b>71</b>	<b>73</b>
Confidence in using the information provided by the NRI	84	70	71	73
<b>Number of Respondents</b>	<b>16*</b>	<b>17*</b>	<b>40</b>	<b>134</b>

\* Low sample size



**Attribute Table – Attended conferences, workshops, forums, etc.**

	<b>Attended conferences, workshops, forums, or other types of meetings</b>	<b>Did not attend conferences, workshops, forums, or other types of meetings</b>	<b>Significant Difference</b>
<b>Format/Access</b>	<b>69</b>	<b>62</b>	✓
Ease of requesting hard copy/electronic materials	65	61	
Organization of hard copy/electronic material	70	68	
Design and presentation of hard copy/electronic material	69	60	✓
Ease of accessing information via website	68	60	
Organization of website material	71	62	✓
Design and presentation of website material	67	63	
<b>Data</b>	<b>65</b>	<b>60</b>	
Accuracy/Credibility of data	75	75	
Thoroughness of the data	69	70	
Meeting your informational needs	63	58	
Being up-to-date	51	44	
Amount of detail provided in information	65	60	
Timeliness of the NRI products being available	55	50	
Usefulness of the products and services	73	67	
<b>Customer Service - State<sup>^</sup></b>	<b>85</b>	<b>86</b>	
Courteousness of staff	89	92	
Timeliness in responding	85	86	
Knowledge	86	85	
Helpfulness of response or data provided	85	77	
<b>Customer Service - National</b>	<b>82</b>	<b>77</b>	
Courteousness of staff	88	85	
Timeliness in responding	76	68	
Knowledge	88	81	
Helpfulness of response or data provided	74	70	
<b>Conferences/Workshops</b>	<b>77</b>	<b>--</b>	
Clarity of the information presented	73	--	
Usefulness of the information presented	73	--	
Presenter's knowledge of subject matter	84	--	
Ability of the presenter to answer your questions	79	--	
<b>Customer Satisfaction Index</b>	<b>58</b>	<b>54</b>	
Overall satisfaction	65	61	
Compared to expectations	53	51	
Compared to ideal	56	50	
<b>Likelihood to recommend NRI</b>	<b>78</b>	<b>71</b>	
Likelihood to recommend NRI	78	71	
<b>Confidence in using the information provided by the NRI</b>	<b>75</b>	<b>71</b>	
Confidence in using the information provided by the NRI	75	71	
<b>Number of Respondents</b>	<b>137</b>	<b>69</b>	

### Attribute Table – Aware of recent program organizational changes

	Aware of recent program organizational changes	Not aware of recent program organizational changes	Significant Difference
<b>Format/Access</b>	<b>65</b>	<b>70</b>	
Ease of requesting hard copy/electronic materials	62	66	
Organization of hard copy/electronic material	67	74	
Design and presentation of hard copy/electronic material	66	67	
Ease of accessing information via website	64	70	
Organization of website material	66	72	
Design and presentation of website material	64	72	✓
<b>Data</b>	<b>60</b>	<b>71</b>	<b>✓</b>
Accuracy/Credibility of data	73	83	✓
Thoroughness of the data	67	78	✓
Meeting your informational needs	57	72	✓
Being up-to-date	44	61	✓
Amount of detail provided in information	60	72	✓
Timeliness of the NRI products being available	51	60	✓
Usefulness of the products and services	68	77	✓
<b>Customer Service - State<sup>^</sup></b>	<b>84</b>	<b>90</b>	<b>✓</b>
Courteousness of staff	89	93	
Timeliness in responding	85	88	
Knowledge	84	93	✓
Helpfulness of response or data provided	82	84	
<b>Customer Service - National</b>	<b>81</b>	<b>78</b>	
Courteousness of staff	88	84	
Timeliness in responding	74	72	
Knowledge	87	81	
Helpfulness of response or data provided	73	71	
<b>Conferences/Workshops</b>	<b>76</b>	<b>79</b>	
Clarity of the information presented	72	76	
Usefulness of the information presented	72	76	
Presenter's knowledge of subject matter	85	82	
Ability of the presenter to answer your questions	79	80	
<b>Customer Satisfaction Index</b>	<b>55</b>	<b>61</b>	
Overall satisfaction	62	68	
Compared to expectations	51	57	
Compared to ideal	52	58	
<b>Likelihood to recommend NRI</b>	<b>74</b>	<b>78</b>	
Likelihood to recommend NRI	74	78	
<b>Confidence in using the information provided by the NRI</b>	<b>72</b>	<b>78</b>	
Confidence in using the information provided by the NRI	72	78	
<b>Number of Respondents</b>	<b>150</b>	<b>55</b>	

### Attribute Table – Directly contacted NRI staff

	Directly contacted NRI staff	Did not directly contact NRI staff	Significant Difference
<b>Format/Access</b>	<b>67</b>	<b>63</b>	
Ease of requesting hard copy/electronic materials	63	63	
Organization of hard copy/electronic material	70	65	
Design and presentation of hard copy/electronic material	67	67	
Ease of accessing information via website	65	63	
Organization of website material	68	65	
Design and presentation of website material	66	62	
<b>Data</b>	<b>63</b>	<b>65</b>	
Accuracy/Credibility of data	75	79	
Thoroughness of the data	70	68	
Meeting your informational needs	60	64	
Being up-to-date	47	56	
Amount of detail provided in information	63	65	
Timeliness of the NRI products being available	53	55	
Usefulness of the products and services	71	70	
<b>Customer Service - State<sup>^</sup></b>	<b>85</b>	<b>--</b>	
Courteousness of staff	90	--	
Timeliness in responding	86	--	
Knowledge	86	--	
Helpfulness of response or data provided	83	--	
<b>Customer Service - National</b>	<b>80</b>	<b>--</b>	
Courteousness of staff	87	--	
Timeliness in responding	73	--	
Knowledge	86	--	
Helpfulness of response or data provided	73	--	
<b>Conferences/Workshops</b>	<b>77</b>	<b>74</b>	
Clarity of the information presented	73	73	
Usefulness of the information presented	73	73	
Presenter's knowledge of subject matter	86	74	✓
Ability of the presenter to answer your questions	80	73	
<b>Customer Satisfaction Index</b>	<b>57</b>	<b>57</b>	
Overall satisfaction	63	64	
Compared to expectations	53	51	
Compared to ideal	53	54	
<b>Likelihood to recommend NRI</b>	<b>76</b>	<b>71</b>	
Likelihood to recommend NRI	76	71	
<b>Confidence in using the information provided by the NRI</b>	<b>74</b>	<b>72</b>	
Confidence in using the information provided by the NRI	74	72	
<b>Number of Respondents</b>	<b>169</b>	<b>39</b>	

### Attribute Table – Enough local information available

	Enough local information available	Not enough local information available	Significant Difference
<b>Format/Access</b>	<b>74</b>	<b>61</b>	<b>✓</b>
Ease of requesting hard copy/electronic materials	69	59	✓
Organization of hard copy/electronic material	75	64	✓
Design and presentation of hard copy/electronic material	75	60	✓
Ease of accessing information via website	71	62	✓
Organization of website material	75	64	✓
Design and presentation of website material	75	60	✓
<b>Data</b>	<b>73</b>	<b>57</b>	<b>✓</b>
Accuracy/Credibility of data	80	72	✓
Thoroughness of the data	76	65	✓
Meeting your informational needs	73	54	✓
Being up-to-date	60	41	✓
Amount of detail provided in information	75	55	✓
Timeliness of the NRI products being available	67	45	✓
Usefulness of the products and services	80	65	✓
<b>Customer Service - State^</b>	<b>90</b>	<b>82</b>	<b>✓</b>
Courteousness of staff	91	89	
Timeliness in responding	90	83	✓
Knowledge	90	83	✓
Helpfulness of response or data provided	89	77	✓
<b>Customer Service - National</b>	<b>86</b>	<b>77</b>	<b>✓</b>
Courteousness of staff	89	86	
Timeliness in responding	81	70	✓
Knowledge	90	85	
Helpfulness of response or data provided	84	66	✓
<b>Conferences/Workshops</b>	<b>80</b>	<b>75</b>	<b>✓</b>
Clarity of the information presented	78	71	✓
Usefulness of the information presented	77	70	✓
Presenter's knowledge of subject matter	85	84	
Ability of the presenter to answer your questions	83	76	✓
<b>Customer Satisfaction Index</b>	<b>67</b>	<b>50</b>	<b>✓</b>
Overall satisfaction	74	57	✓
Compared to expectations	64	45	✓
Compared to ideal	62	49	✓
<b>Likelihood to recommend NRI</b>	<b>84</b>	<b>69</b>	<b>✓</b>
Likelihood to recommend NRI	84	69	✓
<b>Confidence in using the information provided by the NRI</b>	<b>79</b>	<b>69</b>	<b>✓</b>
Confidence in using the information provided by the NRI	79	69	✓
<b>Number of Respondents</b>	<b>74</b>	<b>123</b>	

### Attribute Table – How access information

	Request hard copies or electronic products through email	Through the NRI website	Significant Difference
<b>Format/Access</b>	<b>66</b>	<b>66</b>	
Ease of requesting hard copy/electronic materials	63	63	
Organization of hard copy/electronic material	69	69	
Design and presentation of hard copy/electronic material	67	66	
Ease of accessing information via website	63	65	
Organization of website material	67	67	
Design and presentation of website material	66	65	
<b>Data</b>	<b>65</b>	<b>62</b>	
Accuracy/Credibility of data	75	76	
Thoroughness of the data	70	69	
Meeting your informational needs	64	59	
Being up-to-date	50	48	
Amount of detail provided in information	64	63	
Timeliness of the NRI products being available	57	51	
Usefulness of the products and services	74	69	
<b>Customer Service - State^</b>	<b>86</b>	<b>85</b>	
Courteousness of staff	89	91	
Timeliness in responding	85	85	
Knowledge	88	86	
Helpfulness of response or data provided	85	82	
<b>Customer Service - National</b>	<b>80</b>	<b>80</b>	
Courteousness of staff	88	87	
Timeliness in responding	73	73	
Knowledge	84	87	
Helpfulness of response or data provided	72	71	
<b>Conferences/Workshops</b>	<b>77</b>	<b>77</b>	
Clarity of the information presented	74	73	
Usefulness of the information presented	73	72	
Presenter's knowledge of subject matter	84	85	
Ability of the presenter to answer your questions	78	80	
<b>Customer Satisfaction Index</b>	<b>57</b>	<b>56</b>	
Overall satisfaction	64	62	
Compared to expectations	51	52	
Compared to ideal	53	54	
<b>Likelihood to recommend NRI</b>	<b>76</b>	<b>75</b>	
Likelihood to recommend NRI	76	75	
<b>Confidence in using the information provided by the NRI</b>	<b>73</b>	<b>74</b>	
Confidence in using the information provided by the NRI	73	74	
<b>Number of Respondents</b>	<b>115</b>	<b>144</b>	

## Attribute Table – Federal Agency and Natural Resource Specialist

	Score
<b>Format/Access</b>	<b>71</b>
Ease of requesting hard copy/electronic materials	70*
Organization of hard copy/electronic material	71*
Design and presentation of hard copy/electronic material	71*
Ease of accessing information via website	71*
Organization of website material	72*
Design and presentation of website material	62*
<b>Data</b>	<b>60</b>
Accuracy/Credibility of data	74
Thoroughness of the data	67
Meeting your informational needs	58
Being up-to-date	39
Amount of detail provided in information	61
Timeliness of the NRI products being available	55
Usefulness of the products and services	68
<b>Customer Service - State<sup>^</sup></b>	<b>90*</b>
Courteousness of staff	94*
Timeliness in responding	89*
Knowledge	91*
Helpfulness of response or data provided	87*
<b>Customer Service - National</b>	<b>84*</b>
Courteousness of staff	91*
Timeliness in responding	79*
Knowledge	89*
Helpfulness of response or data provided	75*
<b>Conferences/Workshops</b>	<b>80*</b>
Clarity of the information presented	76*
Usefulness of the information presented	76*
Presenter's knowledge of subject matter	89*
Ability of the presenter to answer your questions	82*
<b>Customer Satisfaction Index</b>	<b>59</b>
Overall satisfaction	64
Compared to expectations	53
Compared to ideal	59
<b>Likelihood to recommend NRI</b>	<b>74</b>
Likelihood to recommend NRI	74
<b>Confidence in using the information provided by the NRI</b>	<b>74</b>
Confidence in using the information provided by the NRI	74
<b>Number of Respondents</b>	<b>36</b>

\* *Low Sample*

## **APPENDIX D: VERBATIM COMMENTS**

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**Q27. How have the recent changes to the delivery of NRI products and services affected you?****Availability of data (20 comments)**

*Data not available any more.*

*Decreased availability. Reorganization of program has decreased efficiency and less local availability. Give us back our data.*

*Delayed availability of more current data.*

*Delayed the availability of current info.*

*I can't figure out how to get information. It's a great resource but not being made available.*

*I think it destroyed it. I don't get anything.*

*Less information available and it takes longer to get it.*

*Less timely and less information.*

*Local access is the big thing.*

*Lot of confusion of what is available or when it will be available. Data availability after 1997 at scales of the national level. Helpful on there website would be more in formation on data.*

*Negatively. Local area estimates are not available.*

*No state level estimates available.*

*The data from the latest inventory is not available.*

*The data we use daily is not available. Has had drastic effect. The last data provided was 1997 at a state level on land conversion and is needed in at least five year intervals.*

*There really has been no data available at state level is current. Last data current was 1997 so you haven't (been) able to deliver the products at the state level to your customers and have lost a lot of customers who relied on NRI data.*

*There's no state level info given to me.*

*They made it impossible to do trend analysis. There is no local information for almost ten years.*

*We only have 97 data available. The outsourcing of NRI has reduced the availability and the quality of the data. The current process of collecting new data is inefficient. We need more data collection points to make the data usable at a county level. That's all.*

*We're not getting the level of data like we have in the past.*

*What little data has been offered has been out of date by time made available.*

**Cycle is different/Data Consistency (3 comments)**

*The delivery cycles is not consistent with the previous.*

*They took away the timeline when they went from five year snapshot to annual. Used to be five year cycle.*



*We don't have consistent data. We have missed years putting out erosion reports.*

**Data not up-to-date/Delayed (27 comments)**

*Affected currency of data. Data is not as current now. It is understandable due to the organizational changes. Hopefully they will soon be back on track. I think there's too much reliance on techniques and not enough field visit. Data not county reliable and should have resources to do that. I would also suggest that dedicated staff work on NRI and hire position to work with NRI. Some useful data has been eliminated. More input from the conservation field office staff.*

*Data is dated and not up-to-date. I have not been able to get updated data. I have had a change and updated data not available.*

*Data less current, not collecting data yet and it has been four years and has definitely interrupted process. I would like to see them go back to posting to MLRA or small watershed.*

*Delayed the accuracy of data.*

*I am not able to update the 1997 data. The forest land area, like I use to be able to do. The timeliness is not very useful anymore.*

*I think it has delayed it and the detail of the data.*

*I think it has slowed down and stopped collection and reduce accuracy.*

*Information has been delayed.*

*It has slowed down data collection. So basically the data is 10 years old at the state level.*

*Its slowed or postponed the data collection.*

*Keep getting requests from other agencies and the most I can provide is 1997.*

*Negatively and delayed.*

*Since I'm responsible, it has taken longer to get information to public. Due to funding, it is not immediately available.*

*Slow down process immensely and less local expertise available. I doubt it is going to be more efficient or accurate.*

*Slow time line. Its slow to get, just data is too old. That's all.*

*The biggest problem with NRI data is that it so old at the state.*

*The data is not being here fast enough. Without the data, it's not very good. Nothing more.*

*The info is not up-to-date. Its not as good as 5 years ago. Nothing.*

*The reorg has not helped provide timely information. The data on the web are too old to be of much use any more.*

*The service is now less timely.*

*The survey has not released any information since 1997.*

*The time of getting the data.*

*They haven't collected any data since 2003.*

*They're not as kindly. Products are not up-to-date.*

*They're not timely.*

*Things are going a little slow right now but hopefully once they get up and running things will be better.*

*We are still using 1999. We should be looking at 2002 data and we are not. They should bring us up-to-date.*

### **Improved/Positive Comment (15 comments)**

*Better accessibility.*

*I have not accessed that info since the reorganization. I know others who have and they feel the info is good.*

*I think it has just made things better. Nothing else.*

*I think the data is good.*

*It has probably made it a little easier to get the data.*

*It hasn't been negative. It has been very positive. I am good response from them.*

*It will be good.*

*Management of the data that I use has been expedited. Development of the data has been enhanced.*

*The info is now more reliable.*

*The information is now available quicker.*

*The information will be more useful.*

*They make the data and delivery more timely. They're doing surveys every year.*

*Time is good. The data will be more timely but it's delay of data.*

*Timeliness when it goes to the changes, it will be better.*

*Well it's made it a little more timely and is easier to access. They are still in the process of the whole organization getting fully staffed. We are looking forward to when they do.*

### **Other (16 comments)**

*Harder to get in contact with people. You need to get questions answered. (it) would be nice to get (the) right person. Lines of communication needs some improvement to get right person to answer questions.*

*I have no control over the how the data is put up.*

*I think they are very light coming out and there not set up to get it out fast.*

*It has taken out the extra piece. The local people had prior knowledge.*

*Negatively (3)*

*Nothing in the last year. It was 2003 when I got that.*

*On the job, work-related change.*

*The way it is packaged and delivered.*

*They have not affected me.*

*We're helping NRCS look for other sources of information.*

*Yes (3)*

*Yes, they have*

**Q38. How could the USDA NRCS National Resources Inventory better serve the needs of its customers?****Accuracy (3 comments)**

*By putting data collectors in the field to verify data.*

*Greater accuracy.*

*It is totally dependent on the data entry. If someone doesn't enter the right data, for instance we're trying to enter the crop information data and if someone doesn't enter the correct data information then we are not going to get the right information.*

**Better access (8 comments)**

*Being able to access information more easily for persons that are not computer savvy.*

*By performing the inventory in less than five year intervals and making it more available in terms of the public ability to query and manipulate data for specific uses. For the individual usage. Probably to publicize the data to a more diverse and wider audience of recipients.*

*By providing better access locally to the data. Program needs to support the local NRI coordinators.*

*It could provide more data on website as an entire database.*

*Make the data available. Be specific about the actual data and not the summaries.*

*Making data more easily available. Providing faster delivery of segments to be analyzed each year.*

*Publish information, advertisement its availability. Utilize data richness of NRI.*

*Raw data needs to be more available.*

**Communication (5 comments)**

*Especially during the current period of changes, communicate more about what data is available and what data is being planned and when. Make more analysis products available. Explain how to interrupt and use the data.*

*Find out what the customer wants.*

*I guess more publication of the uses on information. At least more publication of type of information available.*

*I would say complete the reorganization, communicate better with local staff, and collect data in a timely manner, analyze in timely and provide product to the customers in a timely manner and also provide the tools needed to collect the data at the local level.*

*They could do a better job of sitting down with the users and determining what questions need to be answered and policy issues at the state level need to be addressed.*

**Format (2 comments)**

*Availability and making information in a more usual format. Final data more readily accessible. The lands that are surveyed are not uniformed, so you don't get a real outlook of land.*

*Bottom line it needs to get data out in a much consistence routine matter. We rely on the increments that we use. It is not getting out that way. I have lost a lot in the last change over. It is one of the finest tools of policy makers. A great tool keep up-to-date and not push it to back burner.*

**Larger samples (7 comments)**

*Greater number of samples so you can draw conclusions of land cover and land use change within smaller areas.*

*Have more datapoints so you have more consistent data. No.*

*Higher frequency of data collection and greater density of sampling so it can be used in local scale projections.*

*In a perfect world, the data could be connected in a little more detail. We need a little more detail at the local area. More sampling points.*

*More data points.*

*More primary sample points. More frequent sampling.*

*More sample points. More local analysis.*

**More current data/Timeliness (64 comments)**

*Be more timely, that's it.*

*Be more up-to-date and inclusive. We need soils info for all ecological sites in the state.*

*Being more timely with more recent data with a national database. Including more data elements, expand vision of what is included in database.*

*By providing information earlier.*

*By providing more recently updated data.*

*Get current with the data being provided.*

*Getting data out in a timely fashion. To have some of the data collection manuals easier available.*

*Give us timely data. The data that we use is over five years old.*

*Have more up-to-date data.*

*Have state updates faster. Give for state level studies faster. Maintain fully relation base. For state level, nothing else.*

*I guess timing of getting the data out. There is a couple of years lapse. It has to do with reports and amount of data collected.*

*I think it just needs to be more timely. I think it's too old.*

*I think they need to bring the data faster. They need to have things on hard copy and web. That's it.*

*I want access to the raw data and inventory point locations. More timely release of information.*

*If it were more timely and useful at a larger scale.*

*In getting official results out quicker.*

*In the states, we spend a lot of time collecting data and it doesn't become available for years. A timeliness issue of making the data available.*

*It could be much more timely and if we could access the raw data that would be very helpful rather than relying on the published data.*

*It needs to make its requests for data early enough in the year and give enough time for data collection in order to insure better data quality. I think that is it.*

*It should have current data up-to-date.*

*It would be the updated data.*

*Just more timely data. We have no information for the last few years. There has been a lag there.*

*Keep the data up-to-date. Nothing.*

*Keep the NRI data up-to-date, more up-to-date makes it better (than) it is.*

*Keep up kindly updates. Keep improving the data.*

*Make the data more timely to meet our resource needs.*

*Make timeliness overriding importance.*

*Making the data here faster. That's it. Nothing else.*

*More current information. There is a long time lag between the day the data is collected and when it is available.*

*More frequency cycle data.*

*More responsive and daily results comes out on a yearly basis.*

*More timely as it is developed and released time. Shorter turnaround.*

*More timely data.*

*More timely release of data and expansion of data collected.*

*More timely release of data and making more information available the way it used to be done.*

*Newer data.*

*Present more information. Some of the products I use is very old and lastly if there is a software package where you can do your data.*

*Provide more current data.*

*Provide more frequent update and datas that are available, and when the user can expect the update the basis. Pentental of the database often not clear of what data are not clear.*

*Provide shorter time frames. More comparison with landscape level indicators. Add more data points.*

*Provide the information more timely. More datapoints.*

*Provide timely information that is reflective of the Natural Resource Inventory for a period of no greater than three years. Info needs to be state and county specific. That should do it.*

*Provide up-to-date data. We dwell in data from two to three years ago and our customers request up-to-date information. That is all I have to comment on.*

*Provided info in a timely manner.*

*Providing more up-to-date data.*

*Put it out in timely matter.*

*Really, timeliness is key. Data not as current as it should be.*

*Release data more quickly.*

*The data needs to be accessible in a more timely manner. If I go to look for the data, the most recent available is almost 10 years old. (it) needs to be more current.*

*The main is the timeliness of releasing the information. It seems like it is three or four years before that information is available.*

*The one I used needs to be updated. I wish they did the complete update the way they used to.*

*They can bring the data out in a more timely manner.*

*They could be more timely in data that we get.*

*They need to be better organized and get their data out quicker. They're not very organized out there level.*

*They need to get data collection done and do a better job of publishing the data.*

*Timeliness. The data. Its years before it comes out. The data doesn't adequately for years.*

*Timely reports and journal reports.*

*To update data. Make it more updated. To me that's all . Nothing else.*

*Update data after 1997. That would make a big different in my answers.*

*Update data. Timeliness of data.*

*Update faster. The underline data is very slow in getting to us.*

*Update sample. That is a problem. They are very slow in the new data. It's been years for final it.*

*Update the data. We are using 1997 data. That's not good. Its been 5 years we have it.*

*Update the information more than they do. I use it more often. Most of the time it's not updated.*

**More local and state data (56 comments)**

*Add more local data instead of national and faster service as far as getting the data out. We are still using 1997 data.*

*By collecting data at the county level. That's it.*

*By making more data available down to local level.*

*By providing data on Federal lands, the data does not produce on non-federal lands. Only includes Federal lands.*

*Consistent state-level data is a necessity for most state researchers. If annual data is collected it must be available quickly or within a reasonable time frame or it is useless.*

*County-level data for all counties within a state.*

*Dedicating staff for support at local level. Data analysis as well. In as much the same way as conservation work. To do county reliable inventory. Reinstigate some previous certain facts that have been eliminated. Since there is only three locations for multiple states, there needs to be career track for this. Collect data in orderly way. Hire data specialists to eliminate problem.*

*Faster turnaround of data being collected. More county-specific information.*

*Focus on the data collected being more orientated to say a county. Work on the timeliness of the info.*

*Frequency of updates. More localized information.*

*Have a much quicker turnaround time on release of data. Release state-wide data instead of regional data on a more regular basis. Depend more on local expertise.*

*Have information that you could extract to the local level. More frequent updates. Nice to have something more recent.*

*Having more current data and more accurate data down to the county level. Specialty server don't (see) to the state level.*

*Having more GIS so the results can be presented more graphically on local basis.*

*Having most up-to-date and current information. Statistical reliability below the state level. More information is needed that is not presently being provided.*

*I like to see the data be reliable on a county basis.*

*I'd like to see better data at the county level. Better county data.*

*Increase the amount of local info available. The data needs to be more frequently updated.*

*It needs a higher density of the information of the sub county location. Better ID below county.*

*It would be helpful if there was web access that enabled query down to a more local level, like a multi-county level. If one could pick several counties and wanted to query the system rather than having to call a NRI staff person to query it would work better.*

*It would be more relevant if they made it reliable at the count-level if possible and use more field determination samples. That's all.*

*Make local data more available.*



*Make the data up-to-date. Bring it down to county-level. That's it.*

*Making the data more local. Updating more frequently.*

*Making the information more readily available on (the) web site. Cleared description of data. Localized data sets.*

*More county level data.*

*More data for all the counties available.*

*More detail and timeliness and currentness of data. Very good resource information on broad scale and definitely on state info. County info is not as detailed as we would like to see. Area wide it is good.*

*More detailed data and reliable at the local level.*

*More frequently dated information on state and sub-state levels.*

*More intense sampling so we can have more local data.*

*More local data, county base data.*

*More local data, that's all.*

*More local data.*

*More spatially explicit.*

*More state and local data.*

*More state level data more up-to-date. Nothing else.*

*More timely data by state level. Nothing.*

*More timely delivery of the products. They need to produce more smaller scale data.*

*Needs to provide more local levels at county or smaller levels.*

*Provide county level data.*

*Provide local data.*

*Provide more local data.*

*Provide more timely and localized data. I guess provide an easy to use searchable database and maybe provide training on using the NRI products.*

*Provide timely info on local.*

*Providing information in a more timely manner. Probably making it more local rather than just statewide information. We get requests for specific county information and we are not really able to provide that at this time.*

*Providing state data or count data.*

*Release the data sooner, make the data more applicable at a county and state level. That's good.*

*Supply more timely data. Increase data at a more local level.*

*The data could be more statistically sound at the county level.*

*The land use information needs to be county-to-county.*

*The need local data, MLRA at state level. That's it. More up-to-date data.*

*They need more timely data, faster turnaround, and more localized.*

*To try and make it more useful locally. Seems like it's more for national use. (it) would be better if more for local use.*

*Update data for the county scale. That's it.*

*You need to make available hydrologic unit level. Also needs to be available at county level.*

### **Yearly data/More frequent updates (4 comments)**

*Be back on schedule so current data is no more than three or five years old. Need current data. Something needs to be done quickly to get information on land conversion data. Collect data on a year-to-year basis.*

*Conduct annual surveys and report data within twelve months. Shift from periodic process every five years to an annual process. Improve the sample coverage in suburban areas and in unimproved range land.*

*Do the update more often.*

*Either put out an annual summary of data or go back to a five year inventory. 1997 was last of full data provided.*

### **Other (34 comments)**

*Cause of the major changes. They fall behind and would like access to the datafiles, and more detail.*

*Collect broader spectrum information. More encompassing resource data. Widen the spectrum.*

*Doing alright, make it better, getting back to us.*

*Don't do any more reorganization of NRI. (It) will take (time for) new system to work its way through but I have confidence that it will be done but (it) will take time.*

*Estimation of conservation treatment needs inclusion of management data from landowners.*

*Expansion of staff to develop additional resources.*

*Have the National Ag Statistic Service do the product; take over the projects.*

*I like these state tech servers we can call- so the resource team is important.*

*I think it could have more data collection and data release.*

*I think that they need to have permanent plots.*

*I think the biology of the NRI.*

*I think they could provide a NRI trend data for 2007, so we can analyze data from 1982 on.*

*I would say providing more special information to specific points.*

*Include irrigation induced erosion, make the data relevant to the 8-digit HUC level.*

*Increase application of standardized QA/QC protocols in data collection and analysis and provide QA/QC information to users. Increase precision of NRI estimates by integrating field and aerial indicators.*

*Make as much data as possible available.*

*Making the new point-level data available. NRI used to do 5-year survey but now does annual and the annual data is not available.*

*More friendly.*

*More funding.*

*More funding. Put in conservation account.*

*More knowledgeable staff on how data collected. Frequency of collection. Knowledge of what is in the study, what's included and not included. Better definitions of land types.*

*Provide a more focused approach to data collection.*

*Provide custom analysis.*

*Scalable sample based estimate of natural resources that meshes seamlessly with the Natural Resources Inventory of other USDA agencies.*

*Some cases two things not reliable to the data. Second, a lot of the customer don't know that is there.*

*Start to inventory through the United States.*

*The biggest weakness is information on wetlands.*

*The one thing that NRI could do is put data on public land as well as private available.*

*The range data. Get the last 4-5 years of data compiled so that it's available to compare.*

*There are some states that are missing data. Get data for those states, like Alaska. Have how many acres need treatment.*

*They need higher resolution on the East Coast.*

*Two ways. One - better information on NRI, giving more in-depth information. Second and this depend on appropriate funding - keeping up with expectations of managers, etc.*

*Work more closely with other entities to better utilize information.*

*You only have limitation on so many things.*

### **Don't Know (22 comments)**

*He says no opinion. He'd have to think about it.*

*I am not familiar enough with all there methods to give and answer so would prefer to say I don't know.*

*I am not sure that there should be any changes. I had a great experience.*

*I am satisfied.*

*I don't know (4).*

*I don't know how to answer that. I wish I had an answer.*

*I don't really know what to give you on that. Its given the best way it can be. I don't really have an answer now. Nothing more.*

*I have nothing to say about that or we would be here all night.*

*I would have to think about it a little more.*

*No comment (2)*

*No. It has been a good program.*

*Not applicable.*

*Not at this time.*

*Not right now.*

*Nothing comes to mind right now. I think they are doing a pretty good job.*

*Nothing comes to mind.*

*Nothing.*

*There isn't anything that I can think of because its satisfies my needs.*