



American Customer Satisfaction Index

Report on

**NATURAL RESOURCES
CONSERVATION SERVICE
(NRCS)**

DEPARTMENT OF AGRICULTURE

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Chapter I

Introduction & Methodology

a. Introduction

This report is on customer satisfaction of those who have received Conservation Technical Assistance (CTA) in the past year from the Natural Resources Conservation Service (NRCS) of the U.S. Department of Agriculture. NRCS is the Department of Agriculture's lead conservation agency. The methodology used for this study is that of the American Customer Satisfaction Index (ACSI) which combines survey input with cause and effect modeling to produce indices of satisfaction, and the drivers and outcomes of satisfaction.

In 1999, the American Customer Satisfaction Index (ACSI) was expanded to include 31 customer segments of 30 Federal agencies in 12 departments and seven non-departmental agencies and administrations. Most of the agencies for which customer satisfaction was measured are high impact agencies that deal with 90% of the government's public customers. Each agency chose a customer segment relevant to the central mission of the agency within which to assess customer satisfaction. The 1999 measure was the first cross-agency measure of customer satisfaction using the comparable methodology of the ACSI. The study for the original 31 customer segments was repeated in 2000. For this present study an additional 32 customer segments are being measured for the first time in 2001.

Since 1994, the American Customer Satisfaction Index has been a 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. It produces indices of satisfaction, its causes and effects, for seven economic sectors, 29 industries, approximately 180 private sector companies, two types of local government services, the U.S. Postal Service and, now, a substantial portion of federal government. ACSI allows benchmarking between the public and private sectors, and for each customer segment, between one year's result and the next. While using a common methodology, ACSI produces 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 in the agency).

b. Overview of ACSI Methodology

ACSI uses a tested, multi-equation, econometric model, shown in Figure 1. Input to the cause and effect model comes from surveys of customers of each measured company/agency. For private sector industries, company scores for satisfaction (ACSI) and other model components are weighted by company revenues to produce industry indices. Industry indices are weighted by revenues to produce economic sector indices. The sector indices, in turn, are weighted by the sector's contribution to the Gross Domestic Product (GDP) to produce the national ACSI. For the federal government agencies, each is weighted by the budget expended on activities for the chosen customer segment to produce a federal government ACSI.

The ACSI is updated on a rolling basis with data from 1-2 sectors collected each quarter and used to replace data collected the prior year. Each company or agency is measured annually.

Each federal government agency serves many segments of the public, both those internal to government and external users. For the ACSI measurement, each agency is asked to identify a major customer user segment, central to its mission, for which to measure satisfaction, and the causes and effects of that satisfaction.

c. Customer Segment Choice

The Natural Resources Conservation Service selected as its customer segment recipients of Conservation Technical Assistance (CTA) in the past year.

d. Customer Sample

In late 2000, NRCS supplied the National Quality Research Center (NQRC) at the University of Michigan Business School with a random sample of names, addresses and phone numbers of 2,500 CTA recipients within the past year. From this list NQRC selected a random subsample for interview. Respondents were promised anonymity.

e. Questionnaire and Interviewing

The questionnaire used is shown in Appendix A. It was designed to be agency-specific in terms of activities and outcomes, and introductions to the questionnaire and to specific question areas. However, it follows a format common to all federal agency questionnaires, that allows cause and effect modeling using the ACSI model.

Customer interviews were conducted by telephone between March 6 and March 11, 2001, by professional interviewers of Market Strategies, Inc. working under monitored supervision from a central phone room. Interviewers used CATI (computer-assisted-telephone-interviewing) terminals programmed for the specific questionnaire. Two hundred and sixty (260) interviews were completed.

f. Customer Responses and Respondent Profile

Customer responses to all questions are shown as frequency tables in Appendix B. Appendix B also shows the means of all scaled questions.

A demographic profile of those who responded to the NRCS survey shows that 83.5% are males, 16.5% females. By age, 5.4% are under 35; 15.5% are 35-44; 31.4% are 45-54; 25.2% are 55-64; 16.7% are 65-74 and 5.8% are 75 or over.

Education levels are high: 13.5% have post-graduate education; 31.3% are college graduates; 27% have some college or associate degree; 23.9% are high school graduates and only 4.2% have less than high school education

Ethnically, 3.9% are Hispanic or Latino. Racially, 89.1% are white; 5.1% African American and 2.3% are American Indian/Alaskan native; 3.5% reported "other race."

Reflecting their high education levels, incomes are also high: 67.3% have household incomes of \$40,000 or higher. 18.3% have incomes of \$100,000 or higher.

Asked what their primary means for obtaining services from NRCS is, 48.1% used telephone; 44.6% visited the agency; 2.7% used written communication and 1.9% used email/internet, while 2.7% used others means of communication.

The interviewed respondents reported that the classification that best describes him or her is

Respondent Identification	%
Farmer	69.6%
Rancher	15.7%
Non-agriculture	13.3%

Chapter II

ACSI Results

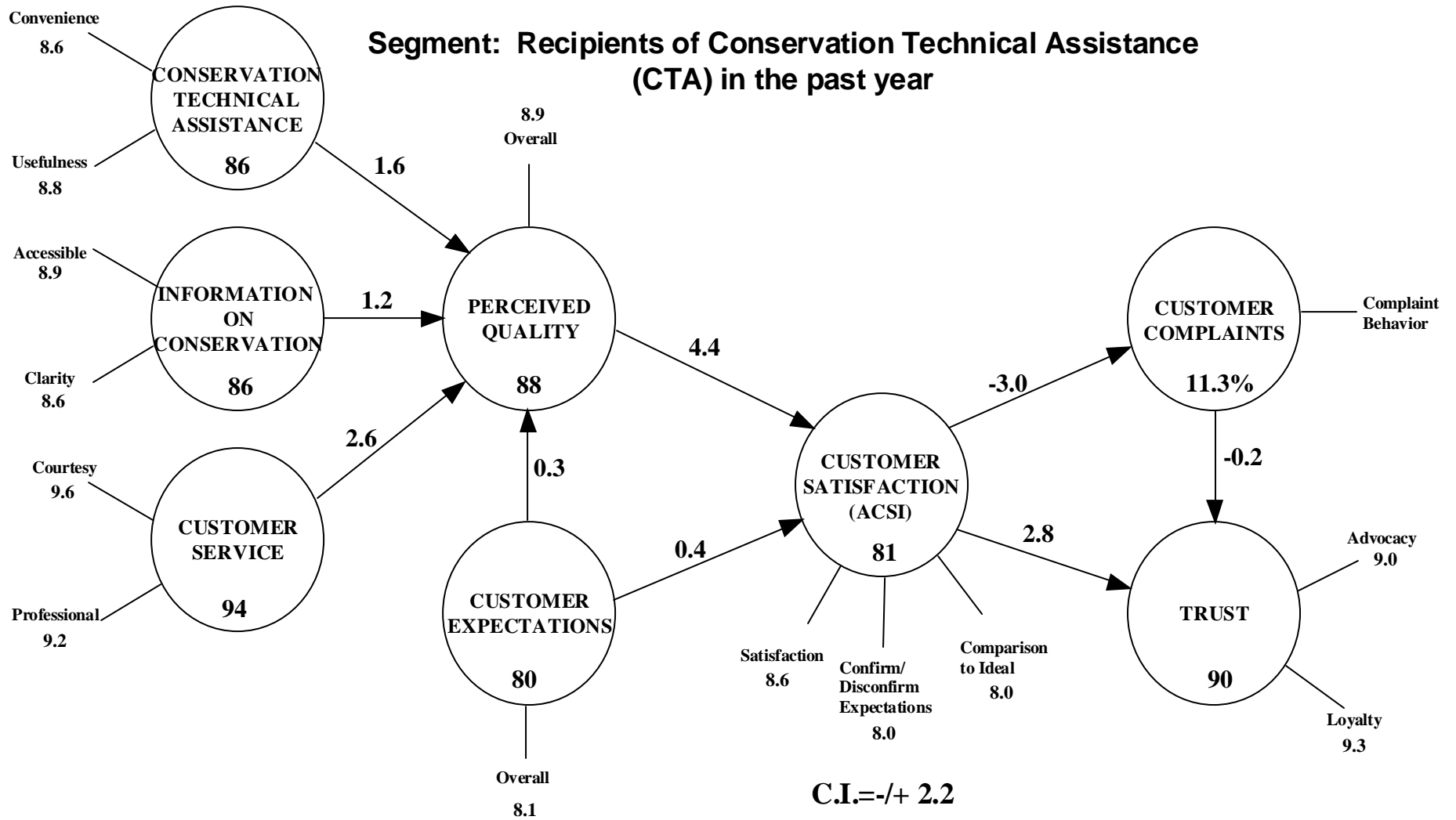
a. Model Indices

The government agency ACSI model is a variation of the model used to measure private sector companies. Both were developed at the National Quality Research Center of the University of Michigan Business School. Whereas the model for private sector, profit-making, companies measures Customer Loyalty as the principal outcome of satisfaction (measured by questions on repurchase intention and price tolerance), each government agency, defined the outcome most important to it for the customer segment measured. Each agency also identified the principal activities that interface with its customers. The effects of these activities on customer satisfaction/dissatisfaction are estimated by the model.

Thus the model, shown in Figure 1 for National Conservation Research Service should be viewed as a cause and effect model that moves from left to right, with satisfaction (ACSI) in the middle. The circles are multi-variable components that are measured by several questions (question topics are shown at the tips of the small arrows). The large arrows connecting the components in the circles represent the strength of the effect of the component on the left to the one to which the arrow points on the right. These arrows represent "impacts." The larger the number on the arrow, the more effect the component on the left has on the one on the right.

The 2001 NCRS model for recipients of Conservation Technical Assistance in the past year is shown as Figure 1. The meanings of the numbers shown in the model are the topic of the rest of this chapter.

ACSI Model for Natural Resources Conservation Service (NRCS) Agriculture



b. Type of Technical Assistance Received

Before examining customer satisfaction, it is well to consider the type of technical assistance past year customers received. For most, the primary form of CTA is planning.

Type of CTA	% Mention				
	1 st	2 nd	3 rd	4 th	Total
Planning	72	4	0	0	76
Resource information	7	48	2	1	58
Design or application	12	11	41	0	64
Financial assistance	7	7	6	35	55
Other	2	1	0	0	3
No further mention	--	29	51	64	--

c. Satisfaction: ACSI

The ACSI is a weighted average of three questions, Q11, Q12, and Q13, in the questionnaire in Appendix A. The questions are answered on 1-10 scales, but the weighted average is transposed and reported as an index on a 0-100 scale.¹ The three questions measure: Overall satisfaction (Q11); Fallen short of or exceeded expectations (Q12); and Comparison to an ideal (Q13). The model does the weighting to maximize the effect of satisfaction on the agency outcome, Trust, at the bottom right of the model in Figure 1.

The 2001 customer satisfaction index (ACSI) for NCRS for customers who received Conservation Technical Assistance is 81 on a 0-100 scale. This score is substantially higher than the national ACSI score for private sector services of 71.2 at the end of the fourth quarter of 2000 and the 2000 Federal government index of 68.6. NCRS technical assistance is regarded far more highly than most services.

d. Drivers of Satisfaction

NCRS identified three activities that interface with its technical assistance recipients. These are: CTA itself, measured by questions on its convenience (Q2) and usefulness (Q3); Information on Conservation, measured by its accessibility (Q4) and clarity (Q5); and Customer Assistance, measured by questions on courtesy (Q6) and professionalism (Q7). The indices for each of the three activities are weighted averages of these questions.

Two other components are major drivers of satisfaction. The first is the customer's expectations of the overall quality of NCRS Conservation Technical

¹ The confidence interval for this agency's customer segment is plus or minus 2.2 points on a 0-100 scale at the 95% confidence level.

Assistance -- expectations prior to use or, for longer term users, prior to recent use (Q1). The second is his/her perception of the overall quality of the Conservation Technical Assistance after having had experience with that assistance (Q10).

Table 1: Drivers of Satisfaction	
Activities That Drive Satisfaction:	
CONSERVATION TECHNICAL ASSISTANCE	86
INFORMATION ON CONSERVATION	86
CUSTOMER SERVICE	94
Major Drivers of Satisfaction	
CUSTOMER EXPECTATIONS (Anticipated Quality of NRCS Conservation Technical Assistance)	80
PERCEIVED QUALITY (Experienced Quality of Conservation Technical Assistance)	88

NRCS scores on the drivers of satisfaction are all outstanding. Scores of 80 or higher are considered very good in the American Customer Satisfaction Index and scores in the 90s or near 90s are excellent. In particular, NRCS personnel who deliver technical assistance receive high ratings.

The delivered technical assistance exceeds the expectations customers have before receiving it.

e. Outcomes of Customer Satisfaction

Customer Complaints

One in 10 customers has complained (11%) in the past year but 69% of those who did so rated their complaint as "handled very well" (7-10 on a 1-10 scale) and 83% of the complainers said it was easy to make a complaint (7-10 on a 1-10 scale).

Trust

The outcome NCRS wants from satisfied customers of Conservation Technical Assistance is their Trust in that assistance. Trust is measured by two questions on whether the customer will become an advocate, saying positive things about CTA (Q15), and whether the customer will be loyal by requesting services or information from NCRS in the future.

The index of Trust is 90 on a 0-100 scale, an extremely high level of trust.

On 1-10 scales, past year users rate saying positive things about CTA at 9.0 and their likelihood of requesting services in the future at 9.3.

f. Using the Model

Now, it is time to look again at the model for NCRS in Figure 1 to examine the multivariate components in context, and to look at the effects, or "impact" of each component on subsequent components.

Customer Service has the highest impact on Perceived Quality and this is an activity for which the score for NCRS Conservation Technical Assistance is almost as high as it can get. The assistance itself and the information about it have near equal impacts, with CTA slightly higher than Information.

Impact scores should be read as the effect on the subsequent component if the component at the tail of the arrow were to be improved by 5 points. Thus if Conservation Technical Assistance in terms of convenience and usefulness were improved by 5 points, Perceived Quality would go up from 88 to 89.6 ($88+1.6$). Customer Satisfaction (ACSI) would, in turn increase by 1.4 to become 82.4.²

Perceived Quality has a very strong impact on satisfaction. A 5-point improvement in quality would raise satisfaction by 4.4 points to 85.4.

² The computation is: Impact of Perceived Quality on ACSI (Impact of Conservation Technical Assistance on Perceived Quality/5) or $4.4(1.6/5)=1.4$.

With scores as high as those for NCRS activities related to Conservation Technical Assistance and the perception of quality of that assistance, it will be difficult to push ratings higher.

g. Summary

The American Customer Satisfaction Index study for NCRS is so positive, that the best advice for NCRS is to maintain the present level of Conservation Technical Assistance by keeping it current, useful, and delivered by staff as courteous and professional as those now delivering the assistance. While marginal improvements in CTA and Information on Conservation are always desirable, no major ones need to be made so long as both the assistance and information are kept up-to-date.

APPENDIX A
SURVEY QUESTIONNAIRE

**2001 ACSI Questionnaire for the
Natural Resources Conservation Service (NRCS)
H01122**

Agency NRCS 2001

Move in Contact Name from sample

May I speak with [RESTORE CONTACT NAME]?

Hello, I'm (NAME) calling on behalf of the University of Michigan and the U.S. Department of Agriculture Natural Resources Conservation Service--formerly called the Soil Conservation Service--and now referred to as NRCS. We are conducting research on how satisfied users are with services provided by Federal government agencies and private companies as part of the American Customer Satisfaction Index. You may have read something about the American Customer Satisfaction Index in *USA Today* or your local newspaper.

Today I want to ask you about conservation technical assistance you have received from the Natural Resources Conservation Service of the U.S. Department of Agriculture. The purpose of the research is to help NRCS improve its services to you and to people like you. Your answers are voluntary, but your opinions are very important for this research. Your name will be held completely confidential and never connected to your answers. This interview will take 8-10 minutes and is authorized by Office of Management and Budget Control No. 3090-0271

QA. Just to confirm, have you received conservation technical assistance from the Natural Resources Conservation Service in the past two years?

- 1 Yes {CONTINUE}
 - 2 No {TERMINATE}
 - 98 Don't Know {TERMINATE}
 - 99 Refused {TERMINATE}
-

Now, I am going to ask you some questions about the NRCS services with which you have had experience.

- Q1. Before you requested conservation technical assistance from NRCS, you probably knew something about the program. Now think back and remember your expectations of the overall quality of NRCS conservation technical assistance. Please give me a rating on a 10 point scale on which "1" means your expectations were "not very high" and "10" means your expectations were "very high."

How would you rate your expectations of the overall quality of NRCS conservation technical assistance?

[RECORD RATING 1-10]

- 98 Don't know
 - 99 Refused
-

- Q2. Think about the convenience of receiving conservation technical assistance from NRCS. Again, we will use a 10 point scale on which "1" means "not at all convenient" and "10" means "very convenient." How convenient for you was receiving conservation technical assistance from NRCS?

[RECORD RATING 1-10]

98 Don't know
99 Refused

- Q3. How useful was the conservation technical assistance you received from NRCS in terms of being effective and helpful? Using a 10 point scale on which "1" means "not at all useful" and "10" means "very useful," how useful was the conservation technical assistance you received from NRCS?

[RECORD RATING 1-10]

98 Don't know
99 Refused

And next, considering information from NRCS that you received...

- Q4. How difficult or easy was it to get information about conservation from NRCS? Using a 10 point scale on which "1" means "very difficult to get" and "10" means "very easy to get," how difficult or easy was it to get information about conservation?

[RECORD RATING 1-10]

98 Don't know
99 Refused

- Q5. Was the information about conservation that you received from NRCS clear and understandable? Using a 10 point scale on which "1" means "not at all clear and understandable" and "10" means "very clear and understandable," how clear and understandable was the information?

[RECORD RATING 1-10]

98 Don't know
99 Refused

And thinking about customer service...

- Q6. How courteous were the NRCS personnel? Using a 10 point scale on which "1" means "not at all courteous" and "10" means "very courteous," how courteous were the NRCS personnel?

[RECORD RATING 1-10]

98 Don't know
99 Refused

- Q7. How professional were the NRCS personnel in terms of being knowledgeable? Using a 10 point scale on which "1" means "not at all professional" and "10" means "very professional," how professional were the NRCS personnel?

[RECORD RATING 1-10]

98 Don't know
99 Refused

- Q8. Not Asked
-

- Q9. Not Asked
-

- Q10. Please consider all your experiences in the past two years with NRCS. Using a 10 point scale, on which "1" means "not very high" and "10" means "very high," how would you rate the OVERALL QUALITY of the conservation technical assistance you received from NRCS?

[RECORD RATING 1-10]

98 Don't know
99 Refused

Satisfaction includes many things. Let's move on and talk about your overall satisfaction with NRCS.

- Q11. First, please consider all your experiences to date with NRCS. Using a 10 point scale on which "1" means "very dissatisfied" and 10 means "very satisfied," how SATISFIED are you with NRCS?

[RECORD RATING 1-10]

98 Don't know
99 Refused

Q12. Considering all of your expectations, to what extent has NRCS fallen short of or exceeded your expectations? Using a 10 point scale on which "1" now means "falls short of your expectations" and "10" means "exceeds your expectations," to what extent has NRCS fallen short of or exceeded your expectations?

[RECORD RATING 1-10]

98 Don't know
99 Refused

Q13. Forget NRCS for a moment. Now, I want you to imagine an ideal service that provides help and information on conservation. (PAUSE) How well do you think NRCS compares with that ideal service? Please use a 10 point scale on which "1" means "not very close to the ideal," and "10" means "very close to the ideal."

[RECORD RATING 1-10]

98 Don't know
99 Refused

Next, I want you to think about any communication you may have had with NRCS regarding complaints about your experience.

Q14. Have you complained about NRCS within the past year?

1 Yes
2 No
98 Don't know
99 Refused

{IF Q14 = 1, ASK Q14A – 14B; OTHERWISE GO TO Q15}

Q14A. How well, or poorly, was your most recent complaint about NRCS handled? Using a 10 point scale on which "1" means "handled very poorly" and "10" means "handled very well," how would you rate the handling of your complaint about NRCS?

[RECORD RATING 1-10]

98 Don't know
99 Refused

Q14B. How difficult or easy was it to make your most recent complaint about NRCS? Using a 10 point scale on which "1" means "very difficult" and "10" means "very easy," how difficult or easy was it to make a complaint about NRCS?

[RECORD RATING 1-10]

98 Don't know
99 Refused

Q15. If asked, how willing would you be to say positive things about NRCS? Using a 10 point scale on which "1" means "not at all willing" and "10" means "very willing," how willing would you be to say positive things about NRCS?

[RECORD RATING 1-10]

98 Don't know
99 Refused

Q16. How likely is it that you will request service from NRCS for conservation technical assistance or other services or information in the future? Using a 10 point scale on which "1" means "very unlikely" and "10" means "very likely," how likely is it that you will request services or information from NRCS in the future?

[RECORD RATING 1-10]

98 Don't know
99 Refused

Q17. What is the **PRIMARY** means you use to obtain services from NRCS? (READ CODES 1-6 IF NECESSARY; ACCEPT ONE MENTION)

1 E-mail
2 Internet/World Wide Web
3 Telephone call
4 Visit to agency office
5 Written communication
6 Some other means
7 Not applicable/do not obtain services from this agency [VOL]
98 Don't know
99 Refused

Now, we need to ask a few demographic questions for the ACSI consumer profile...

D1. What is your age, please?

[RECORD NUMBER OF YEARS 1-97] _____

98 Don't know
99 Refused

D2. What is the highest level of formal education you completed? (READ CODES 1-5)

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

D3. Are you of Hispanic, Latino or Spanish origin?

- 1 Yes
 - 2 No
 - 98 Don't know
 - 99 Refused
-

D4. Do you consider your race(s) as: (READ CODES 1-5, ACCEPT UP TO 5 MENTIONS)

- 1 White
 - 2 Black or African American
 - 3 American Indian or Alaska Native
 - 4 Asian
 - 5 Native Hawaiian or other Pacific Islander
 - 6 (DO NOT READ) Other race
 - 98 Don't know
 - 99 Refused
-

D5. What was your total annual family income in 2000? (READ CODES 1-7 AS NECESSARY)
(READ IF NECESSARY: Before taxes)

- 1 Under \$20,000
 - 2 \$20,000 but less than \$30,000
 - 3 \$30,000 but less than \$40,000
 - 4 40,000 but less than \$60,000
 - 5 \$60,000 but less than \$80,000
 - 6 \$80,000 but less than \$100,000
 - 7 \$100,000 or more
 - 98 Don't know
 - 99 Refused
-

D6. [RECORD GENDER BY OBSERVATION]

- 1 Male
 - 2 Female
-

NRCS1. Which of the following NRCS classifications BEST describes you? (READ CODES 1-3; ACCEPT ONE MENTION))

- 1 Farmer
 - 2 Rancher
 - 3 Non-agriculture
 - 98 Don't know
 - 99 Refused
-

(PROGRAMMING NOTE: DO **NOT** INCLUDE "SPECIFY" FOR RESPONSE OPTION '5' BELOW)

NRCS2. Regarding your contact with NRCS, what kind of assistance, service, or information did you receive? (READ CODES 1-4; ACCEPT FOUR MENTIONS)

- 1 Planning
 - 2 Resource information
 - 3 Design or application
 - 4 Financial assistance
 - 5 Other [VOL]
 - 98 Don't know
 - 99 Refused
-

APPENDIX B
FREQUENCIES AND MEANS OF SURVEY QUESTIONS

Q1. Before you requested conservation technical assistance from NRCS, you probably knew something about the program. Now think back and remember your expectations of the overall quality of NRCS conservation technical assistance. Please give me a rating on a 10 point scale on which "1" means your expectations were "not very high" and "10" means your expectations were "very high."

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	1	.4	.4	.4
	2	3	1.2	1.2	1.6
	3	1	.4	.4	2.0
	4	6	2.3	2.3	4.3
	5	19	7.3	7.4	11.7
	6	7	2.7	2.7	14.5
	7	33	12.7	12.9	27.3
	8	68	26.2	26.6	53.9
	9	42	16.2	16.4	70.3
	10	76	29.2	29.7	100.0
Don't know	98	4	1.5	Missing	
	Total	260	100.0	100.0	
Mean	8.141				
Valid cases	256	Missing cases	4		

Q2. Think about the convenience of receiving conservation technical assistance from NRCS. Again, we will use a 10 point scale on which "1" means "not at all convenient" and "10" means "very convenient." How convenient for you was receiving conservation technical assistance from NRCS?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	1	.4	.4	.4
	2	2	.8	.8	1.2
	3	3	1.2	1.2	2.3
	5	7	2.7	2.7	5.1
	6	10	3.8	3.9	9.0
	7	20	7.7	7.8	16.8
	8	59	22.7	23.0	39.8
	9	60	23.1	23.4	63.3
	10	94	36.2	36.7	100.0
Don't know	98	2	.8	Missing	
Refused	99	2	.8	Missing	
		-----	-----	-----	
Total		260	100.0	100.0	

Mean 8.598

Valid cases 256 Missing cases 4

Q3. How useful was the conservation technical assistance you received from NRCS in terms of being effective and helpful? Using a 10 point scale on which "1" means "not at all useful" and "10" means "very useful," how useful was the conservation technical assistance you received from NRCS?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	3	1.2	1.2	1.2
	2	1	.4	.4	1.5
	3	3	1.2	1.2	2.7
	4	1	.4	.4	3.1
	5	3	1.2	1.2	4.2
	6	8	3.1	3.1	7.3
	7	23	8.8	8.9	16.2
	8	37	14.2	14.3	30.5
	9	58	22.3	22.4	52.9
	10	122	46.9	47.1	100.0
Don't know	98	1	.4	Missing	
		-----	-----	-----	
Total		260	100.0	100.0	

Mean 8.803

Valid cases 259 Missing cases 1

Q4. How difficult or easy was it to get information about conservation from NRCS? Using a 10 point scale on which "1" means "very difficult to get" and "10" means "very easy to get," how difficult or easy was it to get information about conservation?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	2	.8	.8	.8
	2	1	.4	.4	1.2
	4	1	.4	.4	1.5
	5	6	2.3	2.3	3.8
	6	9	3.5	3.5	7.3
	7	18	6.9	6.9	14.2
	8	41	15.8	15.8	30.0
	9	56	21.5	21.5	51.5
	10	126	48.5	48.5	100.0
	Total	260	100.0	100.0	

Mean 8.885

Valid cases 260 Missing cases 0

Q5. Was the information about conservation that you received from NRCS clear and understandable? Using a 10 point scale on which "1" means "not at all clear and understandable" and "10" means "very clear and understandable," how clear and understandable was the information?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	1	.4	.4	.4
	3	4	1.5	1.5	1.9
	4	1	.4	.4	2.3
	5	9	3.5	3.5	5.8
	6	8	3.1	3.1	8.8
	7	22	8.5	8.5	17.3
	8	61	23.5	23.5	40.8
	9	50	19.2	19.2	60.0
	10	104	40.0	40.0	100.0
	Total	260	100.0	100.0	

Mean 8.623

Valid cases 260 Missing cases 0

Q6. How courteous were the NRCS personnel? Using a 10 point scale on which "1" means "not at all courteous" and "10" means "very courteous," how courteous were the NRCS personnel?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	3	1	.4	.4	.4
	5	1	.4	.4	.8
	6	3	1.2	1.2	1.9
	7	3	1.2	1.2	3.1
	8	15	5.8	5.8	8.9
	9	40	15.4	15.4	24.3
	10	196	75.4	75.7	100.0
Don't know	98	1	.4	Missing	
	Total	260	100.0	100.0	

Mean 9.602

Valid cases 259 Missing cases 1

Q7. How professional were the NRCS personnel in terms of being knowledgeable? Using a 10 point scale on which "1" means "not at all professional" and "10" means "very professional," how professional were the NRCS personnel?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	2	.8	.8	.8
	2	1	.4	.4	1.2
	5	1	.4	.4	1.5
	6	5	1.9	1.9	3.5
	7	13	5.0	5.0	8.5
	8	29	11.2	11.2	19.6
	9	59	22.7	22.7	42.3
	10	150	57.7	57.7	100.0
	Total	260	100.0	100.0	

Mean 9.204

Valid cases 260 Missing cases 0

Q10. Please consider all your experiences in the past two years with NRCS. Using a 10 point scale, on which "1" means "not very high" and "10" means "very high," how would you rate the OVERALL QUALITY of the conservation technical assistance you received from NRCS?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	2	.8	.8	.8
	2	1	.4	.4	1.2
	4	2	.8	.8	1.9
	5	3	1.2	1.2	3.1
	6	3	1.2	1.2	4.3
	7	14	5.4	5.4	9.7
	8	56	21.5	21.7	31.4
	9	66	25.4	25.6	57.0
	10	111	42.7	43.0	100.0
Don't know	98	2	.8	Missing	
	Total	260	100.0	100.0	

Mean 8.895

Valid cases 258 Missing cases 2

Q11. First, please consider all your experiences to date with NRCS. Using a 10 point scale on which "1" means "very dissatisfied" and 10 means "very satisfied," how SATISFIED are you with NRCS?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	4	1.5	1.5	1.5
	2	2	.8	.8	2.3
	3	1	.4	.4	2.7
	5	7	2.7	2.7	5.4
	6	6	2.3	2.3	7.7
	7	20	7.7	7.7	15.4
	8	55	21.2	21.2	36.7
	9	61	23.5	23.6	60.2
	10	103	39.6	39.8	100.0
Don't know	98	1	.4	Missing	
	Total	260	100.0	100.0	

Mean 8.653

Valid cases 259 Missing cases 1

Q12. Considering all of your expectations, to what extent has NRCS fallen short of or exceeded your expectations? Using a 10 point scale on which "1" now means "falls short of your expectations" and "10" means "exceeds your expectations," to what extent has NRCS fallen short of or exceeded your expectations?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	4	1.5	1.6	1.6
	2	2	.8	.8	2.3
	3	3	1.2	1.2	3.5
	4	3	1.2	1.2	4.7
	5	17	6.5	6.6	11.3
	6	11	4.2	4.3	15.6
	7	30	11.5	11.7	27.2
	8	84	32.3	32.7	59.9
	9	40	15.4	15.6	75.5
	10	63	24.2	24.5	100.0
Don't know	98	2	.8	Missing	
Refused	99	1	.4	Missing	
		-----	-----	-----	
	Total	260	100.0	100.0	
Mean	7.984				
Valid cases	257	Missing cases	3		

Q13. Forget NRCS for a moment. Now, I want you to imagine an ideal service that provides help and information on conservation. (PAUSE) How well do you think NRCS compares with that ideal service? Please use a 10 point scale on which "1" means "not very close to the ideal," and "10" means "very close to the ideal."

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	7	2.7	2.8	2.8
	2	1	.4	.4	3.2
	3	2	.8	.8	4.0
	4	2	.8	.8	4.9
	5	8	3.1	3.2	8.1
	6	13	5.0	5.3	13.4
	7	45	17.3	18.2	31.6
	8	57	21.9	23.1	54.7
	9	44	16.9	17.8	72.5
	10	68	26.2	27.5	100.0
Don't know	98	13	5.0	Missing	
		-----	-----	-----	
Total		260	100.0	100.0	

Mean 8.049

Valid cases 247 Missing cases 13

Q14. Have you complained about NRCS within the past year?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	29	11.2	11.2	11.2
No	2	230	88.5	88.8	100.0
Don't know	98	1	.4	Missing	
		-----	-----	-----	
Total		260	100.0	100.0	

Valid cases 259 Missing cases 1

Q14A. How well, or poorly, was your most recent complaint about NRCS handled? Using a 10 point scale on which "1" means "handled very poorly" and "10" means "handled very well," how would you rate the handling of your complaint about NRCS?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	4	1.5	13.8	13.8
	5	4	1.5	13.8	27.6
	6	1	.4	3.4	31.0
	7	5	1.9	17.2	48.3
	8	5	1.9	17.2	65.5
	9	4	1.5	13.8	79.3
	10	6	2.3	20.7	100.0
	.	231	88.8	Missing	
	Total	260	100.0	100.0	

Mean 6.931

Valid cases 29 Missing cases 231

Q14B. How difficult or easy was it to make your most recent complaint about NRCS? Using a 10 point scale on which "1" means "very difficult" and "10" means "very easy," how difficult or easy was it to make a complaint about NRCS?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	1	.4	3.4	3.4
	2	1	.4	3.4	6.9
	3	1	.4	3.4	10.3
	4	1	.4	3.4	13.8
	5	1	.4	3.4	17.2
	7	3	1.2	10.3	27.6
	8	4	1.5	13.8	41.4
	9	9	3.5	31.0	72.4
	10	8	3.1	27.6	100.0
	.	231	88.8	Missing	
	Total	260	100.0	100.0	

Mean 7.897

Valid cases 29 Missing cases 231

Q15. If asked, how willing would you be to say positive things about NRCS? Using a 10 point scale on which "1" means "not at all willing" and "10" means "very willing," how willing would you be to say positive things about NRCS?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	4	1.5	1.5	1.5
	5	8	3.1	3.1	4.6
	6	7	2.7	2.7	7.3
	7	17	6.5	6.6	13.9
	8	37	14.2	14.3	28.2
	9	38	14.6	14.7	42.9
	10	148	56.9	57.1	100.0
Don't know	98	1	.4	Missing	
	Total	260	100.0	100.0	

Mean 8.969

Valid cases 259 Missing cases 1

Q16. How likely is it that you will request service from NRCS for conservation technical assistance or other services or information in the future? Using a 10 point scale on which "1" means "very unlikely" and "10" means "very likely," how likely is it that you will request services or information from NRCS in the future?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	4	1.5	1.5	1.5
	2	1	.4	.4	1.9
	5	5	1.9	1.9	3.9
	6	5	1.9	1.9	5.8
	7	7	2.7	2.7	8.5
	8	21	8.1	8.1	16.6
	9	25	9.6	9.7	26.3
	10	191	73.5	73.7	100.0
Don't know	98	1	.4	Missing	
	Total	260	100.0	100.0	

Mean 9.317

Valid cases 259 Missing cases 1

Q17. What is the PRIMARY means you use to obtain services from NRCS?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
E-mail	1	4	1.5	1.5	1.5
Internet/World Wide	2	1	.4	.4	1.9
Telephone call	3	125	48.1	48.1	50.0
Visit to agency office	4	116	44.6	44.6	94.6
Written communication	5	7	2.7	2.7	97.3
Some other means	6	7	2.7	2.7	100.0
		-----	-----	-----	
	Total	260	100.0	100.0	

Valid cases 260 Missing cases 0

D1. What is your age, please?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	26	1	.4	.4	.4
	28	2	.8	.8	1.2
	30	1	.4	.4	1.6
	32	4	1.5	1.6	3.1
	33	3	1.2	1.2	4.3
	34	3	1.2	1.2	5.4
	36	3	1.2	1.2	6.6
	37	4	1.5	1.6	8.1
	38	3	1.2	1.2	9.3
	39	1	.4	.4	9.7
	40	6	2.3	2.3	12.0
	41	2	.8	.8	12.8
	42	10	3.8	3.9	16.7
	43	7	2.7	2.7	19.4
	44	4	1.5	1.6	20.9
	45	8	3.1	3.1	24.0
	46	5	1.9	1.9	26.0
	47	8	3.1	3.1	29.1
	48	9	3.5	3.5	32.6
	49	20	7.7	7.8	40.3
	50	8	3.1	3.1	43.4
	51	1	.4	.4	43.8
	52	9	3.5	3.5	47.3
	53	8	3.1	3.1	50.4
	54	5	1.9	1.9	52.3
	55	8	3.1	3.1	55.4
	56	9	3.5	3.5	58.9
	57	10	3.8	3.9	62.8
	58	6	2.3	2.3	65.1

D1. What is your age, please?

	59	9	3.5	3.5	68.6
	60	8	3.1	3.1	71.7
	61	2	.8	.8	72.5
	62	5	1.9	1.9	74.4
	63	5	1.9	1.9	76.4
	64	3	1.2	1.2	77.5
	65	6	2.3	2.3	79.8
	66	7	2.7	2.7	82.6
	67	3	1.2	1.2	83.7
	68	3	1.2	1.2	84.9
	69	3	1.2	1.2	86.0
	70	5	1.9	1.9	88.0
	71	5	1.9	1.9	89.9
	72	4	1.5	1.6	91.5
	73	4	1.5	1.6	93.0
	74	3	1.2	1.2	94.2
	75	4	1.5	1.6	95.7
	76	3	1.2	1.2	96.9
	77	5	1.9	1.9	98.8
	78	1	.4	.4	99.2
	80	1	.4	.4	99.6
	82	1	.4	.4	100.0
Refused	99	2	.8	Missing	
	Total	260	100.0	100.0	

Mean 54.248

Valid cases 258 Missing cases 2

D2. What is the highest level of formal education you completed?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Less than high school	1	11	4.2	4.2	4.2
High school graduate	2	62	23.8	23.9	28.2
Some college or associates	3	70	26.9	27.0	55.2
College graduate	4	81	31.2	31.3	86.5
Post-Graduate	5	35	13.5	13.5	100.0
Don't know	98	1	.4	Missing	
	Total	260	100.0	100.0	

Valid cases 259 Missing cases 1

D3. Are you of Hispanic, Latino or Spanish origin?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	10	3.8	3.9	3.9
No	2	247	95.0	96.1	100.0
Don't know	98	2	.8	Missing	
Refused	99	1	.4	Missing	
		-----	-----	-----	
	Total	260	100.0	100.0	

Valid cases 257 Missing cases 3

D401. Do you consider your race(s) as: (FIRST MENTION)

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
White	1	228	87.7	89.1	89.1
Black/African American	2	13	5.0	5.1	94.1
American Indian/Alaskan	3	6	2.3	2.3	96.5
Asian	4	1	.4	.4	96.9
Native HI or other Pacific Isl.	5	1	.4	.4	97.3
Other	6	7	2.7	2.7	100.0
Refused	99	4	1.5	Missing	
		-----	-----	-----	
	Total	260	100.0	100.0	

Valid cases 256 Missing cases 4

D5. What was your total annual family income in 2000?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Under \$20,000	1	11	4.2	5.4	5.4
\$20k less than \$30k	2	29	11.2	14.4	19.8
\$30k less than \$40k	3	26	10.0	12.9	32.7
\$40k less than \$60k	4	51	19.6	25.2	57.9
\$60k less than \$80k	5	26	10.0	12.9	70.8
\$80k less than \$100k	6	22	8.5	10.9	81.7
\$100,000 or more	7	37	14.2	18.3	100.0
Don't know	98	10	3.8	Missing	
Refused	99	48	18.5	Missing	
		-----	-----	-----	
	Total	260	100.0	100.0	

Valid cases 202 Missing cases 58

D6. GENDER

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Male	1	217	83.5	83.5	83.5
Female	2	43	16.5	16.5	100.0
		-----	-----	-----	
	Total	260	100.0	100.0	

Valid cases 260 Missing cases 0

STRATA

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	260	100.0	100.0	100.0
		-----	-----	-----	
	Total	260	100.0	100.0	

Valid cases 260 Missing cases 0

SMSAGNUM

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	26	260	100.0	100.0	100.0
	Total	260	100.0	100.0	

Valid cases 260 Missing cases 0

QA. Just to confirm, have you received conservation technical assistance from the Natural Resources Conservation Service in the past two years?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Yes	1	260	100.0	100.0	100.0
	Total	260	100.0	100.0	

Valid cases 260 Missing cases 0

NRCS1. Which of the following NRCS classifications BEST describes you?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Farmer	1	181	69.6	71.0	71.0
Rancher	2	40	15.4	15.7	86.7
Non-agriculture	3	34	13.1	13.3	100.0
Don't know	98	3	1.2	Missing	
Refused	99	2	.8	Missing	
	Total	260	100.0	100.0	

Valid cases 255 Missing cases 5

NRCS201. Regarding your contact with NRCS, what kind of assistance, service, or information did you receive? (FIRST MENTION)

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Planning	1	186	71.5	72.1	72.1
Resource information	2	17	6.5	6.6	78.7
Design or application	3	30	11.5	11.6	90.3
Financial assistance	4	19	7.3	7.4	97.7
Other	5	6	2.3	2.3	100.0
Don't know	98	2	.8	Missing	
		-----	-----	-----	
	Total	260	100.0	100.0	

Valid cases 258 Missing cases 2

NRCS202. Regarding your contact with NRCS, what kind of assistance, service, or information did you receive? (SECOND MENTION)

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Planning	1	9	3.5	4.9	4.9
Resource information	2	125	48.1	67.9	72.8
Design or application	3	29	11.2	15.8	88.6
Financial assistance	4	18	6.9	9.8	98.4
Other	5	3	1.2	1.6	100.0
	.	76	29.2	Missing	
		-----	-----	-----	
	Total	260	100.0	100.0	

Valid cases 184 Missing cases 76

NRCS203. Regarding your contact with NRCS, what kind of assistance, service, or information did you receive? (THIRD MENTION)

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Resource information	2	4	1.5	3.1	3.1
Design or application	3	107	41.2	84.3	87.4
Financial assistance	4	16	6.2	12.6	100.0
.	.	133	51.2	Missing	
		-----	-----	-----	
Total		260	100.0	100.0	

Valid cases 127 Missing cases 133

NRCS204. Regarding your contact with NRCS, what kind of assistance, service, or information did you receive? (FOURTH MENTION)

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Resource information	2	3	1.2	3.2	3.2
Design or application	3	1	.4	1.1	4.2
Financial assistance	4	91	35.0	95.8	100.0
.	.	165	63.5	Missing	
		-----	-----	-----	
Total		260	100.0	100.0	

Valid cases 95 Missing cases 165