American Customer Satisfaction Index

Natural Resources Conservation Service

Environmental Quality Incentives Program

Customer Satisfaction Study

Final Report
May 2004

FEDERAL CONSULTING GROUP
A franchise of the US Department of the Treasury

ACSI
American Customer Satisfaction Index™

CFI Group
Claes Fornell International

Table of Contents

		Page
I	Introduction & Methodology	3
	a. Introduction	3
	b. Overview of ACSI Methodology	4
	c. Customer Segment Choice	4
	d. Customer Sample	4
	e. Questionnaire & Interviewing	5
	f. Customer Responses	5
II	Results	6
	a. Model Indices	6
	b. Satisfaction (ACSI)	8
	c. Drivers of Satisfaction	8
	d. Outcomes of Satisfaction	10
	e. Using the Model	10
	f. Summary	11
Appendices		
A	Survey Questionnaire	12
B	Frequencies and Means of Survey Questions	20

Chapter I

Introduction & Methodology

a. Introduction

This is the first year the Natural Resources Conservation Service (NRCS) has measured customer satisfaction with its Environmental Quality Incentives Program (EQIP) customers using the American Customer Satisfaction Index (ACSI). Since 1999, additional federal agencies have joined with the 30 that began that year to make comparable measurements of customer satisfaction using the ACSI. Some agencies are now assessing multiple customer segments. The comparable measurements use ACSI methodology that combines survey input with cause and effect modeling to produce indices of satisfaction, and indices of the drivers and outcomes of satisfaction.

This year, NRCS selected a single customer segment to measure: Individuals who currently have an EQIP contract to assist in the implementation of conservation practices.

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, more than 40 industries, more than 200 private sector companies, two types of local government services, and the U.S. Postal Service. ACSI allows benchmarking between the public and private sectors, and for each customer segment, between one year's results 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 loyalty or trust in the agency).

This study is produced by the National Quality Research Center at the University of Michigan Business School, CFI Group, and the Federal Consulting Group.

Typically, ACSI researchers will warn that a lag time exists between a company or agency inaugurating an improvement in a program and users becoming both aware of the improvement and evaluating it favorably. Certainly, favorable publicity about a change can impact customer perceptions, but government agencies rarely have public

relations and advertising budgets to communicate changes they make.[1] Moreover, negative events or publicity can cause customer satisfaction to drop, and typically have more downward effect than positive events have upward effect.

The best use agencies can make of this study is for learning how customers evaluate the activities they do, then identifying which of these activities has the most impact on the perception of the quality they deliver. This research is a tool with which to prioritize future efforts to improve quality and, through quality, customer satisfaction and the desired outcome – in this case, Loyalty.

b. Overview of ACSI Methodology

ACSI uses a tested, multi-equation, econometric model, shown in Figure 1. Inputs to the cause and effect model come from surveys of customers of each measured agency. For private sector industries, company scores for Customer 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 2 sectors collected each quarter and used to replace data collected the prior year. Similarly, each participating government agency is measured annually, and the government-wide score is updated annually in mid-December.

c. Customer Segment Choice

NRCS chose individuals who currently have an EQIP contract to assist in the implementation of conservation practices as its customer segment for measurement.

d. Customer Sample

NRCS provided personnel at the University of Michigan with a list of its EQIP contract-holders as a sample list. Selecting randomly from this list, 260 interviews were completed by qualifying individuals.

[1] Some exceptions would be the U.S. Army for recruiting, the U.S. Postal Service, and the recent Census Bureau campaign for the 2000 census.

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 the federal agency questionnaires, one that allows cause and effect modeling using the ACSI methodology.

Customer interviews were conducted by telephone between March 30 and April 10, 2004, 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. Multiple calls were made to reach each potential respondent in the sample, on weekdays and at different times of day.

f. Customer Responses

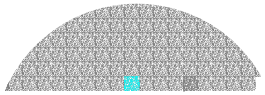
Customer responses to all questions are shown as frequency tables in Appendix B. Appendix B also shows the means of all scaled questions, including the demographic questions.

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 m



b. 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.[2] 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 (Loyalty) at the bottom right of the model in Figure 1.

The customer satisfaction index (ACSI) for NRCS EQIP customers is 75 on a 0-100 scale. The ACSI score for NRCS EQIP customers is slightly above the national ACSI of 74.0 for the private sector, and significantly above the private sector Services sector score of 72.8 as of the end of the first quarter of 2003. This score is also well above the aggregate Federal government ACSI score of 70.9.

c. Drivers of Satisfaction

NRCS personnel identified three activities that interface with its EQIP customers. These are Application Process, Customer Service, and Project Implementation, identified by these names in Figure 1 above. Each activity is measured by multiple questions. For Application Process, the questions are about the helpfulness of personnel in explaining the nature of the EQIP program (Q2), the ease of the application process (Q3), and the clarity of the NRCS ranking process used to determine who will and will not receive a cost-sharing contract (Q4). For Customer Service, the questions are about the courteousness of NRCS EQIP personnel (Q5), and the professionalism of NRCS EQIP personnel (Q6). For Project Implementation, the questions are about the quality of assistance delivered by NRCS EQIP personnel in helping to implement the project (Q7), and the effectiveness of NRCS personnel and the EQIP program in actually helping the customer to protect their natural resources (Q8). The three component scores or indices are weighted averages of these questions.

Two other components are major drivers of satisfaction. The first is the customer's expectations of the quality he/she would receive from NRCS before he/she had any experience with it (Q1). The second is his/her overall perception of the quality delivered after experience with NRCS (Q10).

The scores for the drivers of satisfaction are listed below in Table 1.

---

[2] The confidence interval for this agency's customer segment is plus or minus 2.4 points on a 0 to100 scale at the 95% confidence level. A difference of about 3 points is statistically significant, larger than could be caused by sampling error.

Table 1: Drivers of Satisfaction	
Activities That Drive Satisfaction:	
	2004
APPLICATION PROCESS	77
CUSTOMER SERVICE	88
PROJECT IMPLEMENTATION	82
Major Drivers of Satisfaction	
CUSTOMER EXPECTATIONS (Anticipated Quality)	69
PERCEIVED QUALITY (Experienced Quality)	80

For this study, one measured component clearly stands-out above the rest – Customer Service, with a score of 88. This component scores statistically higher than either Application Process or Project Implementation. Within Customer Service, both the courtesy and professionalism variables score very well, at 91 and 86, respectively.

Application Process represents the lowest scoring of the three identified drivers of satisfaction within the NRCS model at 77. Within this component, customers are least pleased with the clarity of the NRCS ranking process used to determine who will and will not receive a cost-sharing contract, which scores a 65. Customers are more pleased with the ease of the process (76) and quite happy with the helpfulness of NRCS personnel in explaining the nature of the EQIP program (85).

Scoring between these two components, the Project Implementation component scores an 82. Within this component, customers evaluate the quality of assistance and the effectiveness of NRCS personnel and the EQIP program to actually help preserve resources about the same, at 83 and 82, respectively.

Finally, the Perceived Quality and Customer Expectations drivers register scores consistent with many government models. Perceived Quality, the primary driver of satisfaction in the ACSI model, scores well at 80. This component measures customers' perceptions of the overall quality of their experiences with the NRCS EQIP program. Customer Expectations, a measure of customer's perceptions of NRCS prior to contact with the agency, scores 69. In other words, while NRCS EQIP customers come to their interactions with this program with low expectations, the quality of service delivered and the nature of the program exceed these expectations.

d. Outcomes of Customer Satisfaction

Customer Complaints

15% of NRCS EQIP customers have complained to NRCS EQIP in the past year. This is a middling complaint percentage. With so few complainants, it is not possible to meaningfully analyze the ease of registering complaints or how well complaints were handled by NRCS EQIP personnel.

Loyalty

NRCS personnel identified Loyalty as the desired outcome to be measured. Loyalty for this modeling was measured by two questions: willingness to say positive things about the NRCS EQIP program (Q15); and, based on their experience, how likely they are to apply for a conservation program contract through the NRCS EQIP program in the future (Q16).

The index of Loyalty is 84 on a 0-100 scale. Loyalty scores well above Customer Satisfaction (ACSI) on this model. This is a positive outcome, indicating that while customers are not as satisfied as they could be, they still intend to remain loyal to the program in the future.

Within the Loyalty component, NRCS EQIP customers are about as likely to say positive things (83) as they are to use the program in the future (86).

e. Using the Model

Now, it is time to look again at the NRCS EQIP model in Figure 1 to examine the multivariate components in context and to look at the effects, or “impacts”, of each component on subsequent components.

Of the three measured NRCS EQIP activities, Project Implementation scores below Customer Service and above Application Process. However, this component has by far the largest impact of the three comtiv

Implementation was improved by 5 points (from 82 to 87) Perceived Quality would go up from 80 to 82.7. Customer Satisfaction (ACSI) would, in turn, increase by 1.9 to 76.9.[3]

Of the two variables which combine to create the Project Implementation component, both are equally viable alternatives in selecting an area of improvement, given that they score roughly the same.

Another fruitful area of focus for NRCS is the Application Process component. While it has a smaller impact on Perceived Quality than the Project Implementation component, it is also the lowest scoring of the three activities, meaning that improvements here should be more easily attainable. Within this component, focusing on the clarity of the NRCS ranking process used to determine who will and will not receive a cost-sharing contract is most critical.

Finally, one area NRCS should work to maintain, but not aggressively work to improve, is Customer Service. The Customer Service component scores well and it has a very low impact on Perceived Quality. In other words, working to make improvements here is unlikely to result in a noticeable increase in Perceived Quality or Customer Satisfaction (ACSI).

Summary

The NRCS EQIP program and its personnel have much to be happy about. With an ACSI score of 75, this program outpaces both the ACSI national average and the Federal government average. NRCS EQIP personnel provide very strong Customer Service, and EQIP contract-holders indicate they are likely to say positive things about the NRCS EQIP program and likely to apply again in the future.

Moving forward, NRCS EQIP personnel should work to improve the Project Implementation experience, and would also be well-served in working on the Application Process. Improvements in either or both of these processes are likely to yield a marked improvement in customer satisfaction in the future.

[3] The computation is: Impact of Perceived Quality on ACSI (Impact of Application Process on Perceived Quality/5), or 3.5 (2.7/5)=1.9

APPENDIX A

SURVEY QUESTIONNAIRE

AMERICAN CUSTOMER SATISFACTION INDEX
Natural Resources Conservation Service (NRCS)

Agency NRCS 2004

Move in Contact Name from sample

{IF CONTACT NAME IS AVAILABLE (NOT "NULL") SAY "May I speak with [RESTORE CONTACT NAME]?"; OTHERWISE GO TO INTRO}

[INTRO]

Hello, I'm (NAME) calling on behalf of the University of Michigan and the U.S. Department of Agriculture's Natural Resources Conservation Service (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, the Wall Street Journal or your local newspaper.

Today I want to ask you about the Environmental Quality Incentives Program (EQIP) **[pronounced E-KWIP]** administered by the Natural Resources Conservation Service (NRCS) of the U.S. Department of Agriculture (USDA). 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. 1505-0191.

QA. May I speak to the individual within your organization/household who deals most closely with the Natural Resources Conservation Service?

1 Yes {CONTINUE}
2 No {TERMINATE}
3 Don't know {TERMINATE}
4 Refused {TERMINATE}

QB. Just to confirm, do you currently have an EQIP contract with the Natural Resources Conservation Service to assist in the implementation of conservation practices?

1 Yes {CONTINUE}
2 No {TERMINATE}
3 Don't know {TERMINATE}
4 Refused {TERMINATE}

Now, I am going to ask you some questions about the Natural Resources Conservation Service's Environmental Quality Incentives Program with which you have had experience. The purpose of the EQIP program is to provide voluntary conservation assistance to farmers and ranchers that promotes agricultural production and environmental quality.

Q1. Before you received an EQIP conservation cost-sharing contract from NRCS, you might have known something about the program. Now think back and remember your expectations of the overall quality of the NRCS EQIP program. 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 the NRCS EQIP program?

[RECORD RATING 1-10]

11 Don't know
12 Refused

Now, I would like you to think about the initial stages of applying for a contract through the Environmental Quality Incentives Program. I want to ask you specifically about some of the processes leading up to your receipt of a contract through the EQIP program…

Q2. Once you learned about the possibility of receiving conservation cost sharing through the EQIP program and made initial contact, how helpful were personnel in explaining the nature of the program? Again, we will use a 10 point scale on which "1" means "not at all helpful" and "10" means "very helpful". How helpful were these personnel in explaining the nature of the program?

[RECORD RATING 1-10]

11 Don't know
12 Refused

Q3. How easy was the process of applying for EQIP program assistance through the NRCS, in terms of the amount of paperwork to be completed, the clarity of this paperwork and the time it took to complete this paperwork? Again, we will use a 10 point scale on which "1" means "not at all easy" and "10" means "very easy". How easy was the process of applying for a contract through the EQIP program?

[RECORD RATING 1-10]

11 Don't know
12 Refused

Q4. How clear and understandable was the NRCS ranking process used to determine who will and will not receive a cost-sharing contract? Using a 10 point scale on which “1” now means “not at all clear and understandable” and “10” means “very clear and understandable”, how clear and understandable were the point and prioritization systems?

[RECORD RATING 1-10]

11 Don’t know
12 Refused

And thinking about the customer service you have experienced with the Natural Resources Conservation Service’s Environmental Quality Incentives Program after receiving your contract…

Q5. How courteous are the NRCS EQIP program personnel? Using a 10 point scale on which "1" means "not at all courteous" and "10" means "very courteous”, how courteous were the NRCS EQIP personnel?

[RECORD RATING 1-10]

11 Don’t know
12 Refused

Q6. How professional are the NRCS EQIP program personnel in terms of being knowledgeable, accurate and efficient? Using a 10 point scale on which "1" means "not at all professional" and "10" means "very professional", how professional were the NRCS EQIP personnel?

[RECORD RATING 1-10]

11 Don’t know
12 Refused

And next, please consider the actual implementation of your conservation project through the Natural Resources Conservation Service’s Environmental Quality Incentives Program…

Q7. How would you rate the quality of assistance you have received up to this point from the NRCS EQIP personnel in helping you implement your project? On a 10 point scale on which “1” means “not knowledgeable and efficient” and “10” means “very knowledgeable and efficient”, how would you rate the quality of assistance you have received from the NRCS EQIP personnel in implementing your project?

[RECORD RATING 1-10]

11 Don’t know
12 Refused

Q8. How effective have NRCS personnel and the EQIP program been up to this point in actually helping you to protect your natural resources? On a 10 point scale on which “1” means “not at all effective” and “10” means “very effective”, how effective have EQIP personnel and the EQIP program been to this point in actually helping you to protect your natural resources?

[RECORD RATING 1-10]

11 Don’t know
12 Refused

Q9. NOT ASKED

Q10. Please consider all your experiences to date with the NRCS EQIP program. 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 NRCS EQIP program?

[RECORD RATING 1-10]

11 Don’t know
12 Refused

Satisfaction includes many things. Let's move on and talk about your overall satisfaction with the Natural Resources Conservation Service’s Environmental Quality Incentives Program.

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

[RECORD RATING 1-10]

11 Don’t know
12 Refused

Q12. Considering all of your expectations, to what extent has the NRCS EQIP program 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 the NRCS EQIP program fallen short of or exceeded your expectations?

[RECORD RATING 1-10]

11 Don’t know
12 Refused

Q13. Forget the NRCS EQIP program for a moment. Now, I want you to imagine an ideal program that provides conservation assistance to farmers and ranchers. (PAUSE) How well do you think the NRCS EQIP program 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]

11 Don't know
12 Refused

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

Q14. Have you complained to the NRCS EQIP program personnel within the past year?

1 Yes
2 No
3 Don't know
4 Refused

{IF Q14 = 1, ASK Q14A-Q14B; OTHERWISE GO TO Q15}

Q14A. How well, or poorly, was your most recent complaint about the NRCS EQIP program 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 the NRCS EQIP program?

[RECORD RATING 1-10]

11 Don't know
12 Refused

Q14B. How difficult or easy was it to make your most recent complaint about the NRCS EQIP program. 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?

[RECORD RATING 1-10]

11 Don't know
12 Refused

Q15. If asked, how willing would you be to say positive things about the NRCS EQIP program? 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 the NRCS EQIP program?

[RECORD RATING 1-10]

11 Don't know
12 Refused

Q16. How likely is it that you will apply for a conservation program contract through the NRCS EQIP program 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 apply for a conservation program contract through the NRCS EQIP program in the future?

[RECORD RATING 1-10]

11 Don't know
12 Refused

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

QDA. When you first learned about the possibility of receiving conservation cost sharing through the EQIP program and made INITIAL contact, did you deal primarily with NRCS personnel or with other agency personnel? (READ CODES 1-4)

1 NRCS Personnel
2 FSA Personnel
3 Local Conservation District Personnel
4 Other Personnel
5 Don't know
6 Refused

QD1. What is your age, please?

[RECORD NUMBER OF YEARS 1-97] _____

98 Don't know
99 Refused

QD2. 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
6 Don't know
7 Refused

QD3. Are you of Hispanic, Latino or Spanish origin?

1 Yes
2 No
3 Don't know
4 Refused

QD4. 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
7 Don't know
8 Refused

QD5. What was your total annual family income in 2003? (READ CODES 1-7 AS NECESSARY)

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
8 Don't know
9 Refused

QD6. [RECORD GENDER BY OBSERVATION]

1 Male
2 Female

APPENDIX B

FREQUENCIES AND MEANS OF SURVEY QUESTIONS

NRCS EQIP 2004 Frequencies

Q1. Before you received an EQIP conservation cost-sharing contract from NRCS, you might have known something about the program. Now think back and remember your expectations of the overall quality of the NRCS EQIP program. 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 the NRCS EQIP program?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	3	1.2	1.2	1.2
	2	3	1.2	1.2	2.3
	3	7	2.7	2.7	5.0
	4	8	3.1	3.1	8.1
	5	38	14.6	14.6	22.7
	6	22	8.5	8.5	31.2
	7	40	15.4	15.4	46.5
	8	79	30.4	30.4	76.9
	9	34	13.1	13.1	90.0
	10	26	10.0	10.0	100.0
	Total	260	100.0	100.0	

Mean 7.162

Valid cases 260 Missing cases 0

- -

Q2. Once you learned about the possibility of receiving conservation cost sharing through the EQIP program and made initial contact, how helpful were personnel in explaining the nature of the program? We will use a 10 point scale on which "1" means "not at all helpful" and "10" means "very helpful". How helpful were these personnel in explaining the nature of the program?

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	2	.8	.8	3.5
	5	4	1.5	1.5	5.0
	6	8	3.1	3.1	8.1
	7	22	8.5	8.5	16.5
	8	53	20.4	20.4	36.9
	9	62	23.8	23.8	60.8
	10	102	39.2	39.2	100.0
	Total	260	100.0	100.0	

Mean 8.638
Valid cases 260 Missing cases 0

Q3. How easy was the process of applying for EQIP program assistance through the NRCS, in terms of the amount of paperwork to be completed, the clarity of this paperwork and the time it took to complete this paperwork? Again, we will use a 10 point scale on which "1" means "not at all easy" and "10" means "very easy". How easy was the process of applying for a contract through the EQIP program?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	2	.8	.8	.8
	2	3	1.2	1.2	1.9
	3	5	1.9	1.9	3.9
	4	4	1.5	1.5	5.4
	5	21	8.1	8.1	13.5
	6	20	7.7	7.7	21.2
	7	41	15.8	15.8	37.1
	8	60	23.1	23.2	60.2
	9	44	16.9	17.0	77.2
	10	59	22.7	22.8	100.0
Don't know	98	1	.4	Missing	
		---	---	---	
	Total	260	100.0	100.0	

Mean 7.788

Valid cases 259 Missing cases 1

- -

Q4. How clear and understandable was the NRCS ranking process used to determine who will and will not receive a cost-sharing contract? Using a 10 point scale on which “1” now means “not at all clear and understandable” and “10” means “very clear and understandable”, how clear and understandable were the point and prioritization systems?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	18	6.9	7.1	7.1
	2	8	3.1	3.1	10.2
	3	14	5.4	5.5	15.7
	4	9	3.5	3.5	19.3
	5	19	7.3	7.5	26.8
	6	31	11.9	12.2	39.0
	7	27	10.4	10.6	49.6
	8	46	17.7	18.1	67.7
	9	33	12.7	13.0	80.7
	10	49	18.8	19.3	100.0
Don't know	98	6	2.3	Missing	
		---	---	---	
	Total	260	100.0	100.0	

Mean 6.839

Valid cases 254 Missing cases 6

Q5. How courteous are the NRCS EQIP program personnel? Using a 10 point scale on which "1" means "not at all courteous" and "10" means "very courteous", how courteous were the NRCS EQIP personnel?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	3	1.2	1.2	1.2
	2	1	.4	.4	1.5
	5	3	1.2	1.2	2.7
	6	3	1.2	1.2	3.9
	7	5	1.9	1.9	5.8
	8	36	13.8	13.9	19.7
	9	54	20.8	20.8	40.5
	10	154	59.2	59.5	100.0
Refused	99	1	.4	Missing	
	Total	260	100.0	100.0	

Mean 9.216

Valid cases 259 Missing cases 1

- -

Q6. How professional are the NRCS EQIP program personnel in terms of being knowledgeable, accurate and efficient? Using a 10 point scale on which "1" means "not at all professional" and "10" means "very professional", how professional were the NRCS EQIP personnel?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	3	1.2	1.2	1.2
	2	5	1.9	1.9	3.1
	3	1	.4	.4	3.5
	4	1	.4	.4	3.8
	5	2	.8	.8	4.6
	6	11	4.2	4.2	8.8
	7	15	5.8	5.8	14.6
	8	54	20.8	20.8	35.4
	9	49	18.8	18.8	54.2
	10	119	45.8	45.8	100.0
	Total	260	100.0	100.0	

Mean 8.708

Valid cases 260 Missing cases 0

Q7. How would you rate the quality of assistance you have received up to this point from the NRCS EQIP personnel in helping you implement your project? On a 10 point scale on which “1” means “not knowledgeable and efficient” and “10” means “very knowledgeable and efficient”, how would you rate the quality of assistance you have received from the NRCS EQIP personnel in implementing your project?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	2	.8	.8	.8
	2	4	1.5	1.6	2.3
	3	3	1.2	1.2	3.5
	4	2	.8	.8	4.3
	5	8	3.1	3.1	7.4
	6	5	1.9	1.9	9.3
	7	35	13.5	13.6	22.9
	8	52	20.0	20.2	43.0
	9	52	20.0	20.2	63.2
	10	95	36.5	36.8	100.0
Don't know	98	2	.8	Missing	
	Total	260	100.0	100.0	

Mean 8.434

Valid cases 258 Missing cases 2

- -

Q8. How effective have NRCS personnel and the EQIP program been up to this point in actually helping you to protect your natural resources? On a 10 point scale on which “1” means “not at all effective” and “10” means “very effective”, how effective have EQIP personnel and the EQIP program been to this point in actually helping you to protect your natural resources?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	5	1.9	2.0	2.0
	2	1	.4	.4	2.4
	3	3	1.2	1.2	3.6
	5	9	3.5	3.6	7.1
	6	11	4.2	4.3	11.5
	7	24	9.2	9.5	20.9
	8	61	23.5	24.1	45.1
	9	45	17.3	17.8	62.8
	10	94	36.2	37.2	100.0
Don't know	98	3	1.2	Missing	
Refused	99	4	1.5	Missing	
	Total	260	100.0	100.0	

Mean 8.411

Valid cases 253 Missing cases 7

Q10. Please consider all your experiences to date with the NRCS EQIP program. 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 NRCS EQIP program?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	5	1.9	2.0	2.0
	2	1	.4	.4	2.3
	3	2	.8	.8	3.1
	4	5	1.9	2.0	5.1
	5	5	1.9	2.0	7.0
	6	16	6.2	6.3	13.3
	7	33	12.7	12.9	26.2
	8	54	20.8	21.1	47.3
	9	60	23.1	23.4	70.7
	10	75	28.8	29.3	100.0
Don't know	98	4	1.5	Missing	
		---	---	---	
	Total	260	100.0	100.0	

Mean 8.230

Valid cases 256 Missing cases 4

- -

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

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	3	1.2	1.2	1.2
	3	2	.8	.8	1.9
	4	6	2.3	2.3	4.3
	5	8	3.1	3.1	7.4
	6	9	3.5	3.5	10.9
	7	31	11.9	12.1	23.0
	8	66	25.4	25.7	48.6
	9	48	18.5	18.7	67.3
	10	84	32.3	32.7	100.0
Don't know	98	1	.4	Missing	
Refused	99	2	.8	Missing	
		---	---	---	
	Total	260	100.0	100.0	

Mean 8.342

Valid cases 257 Missing cases 3

Q12. Considering all of your expectations, to what extent has the NRCS EQIP program 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 the NRCS EQIP program fallen short of or exceeded your expectations?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	6	2.3	2.3	2.3
	2	3	1.2	1.2	3.5
	3	4	1.5	1.6	5.1
	4	6	2.3	2.3	7.4
	5	25	9.6	9.7	17.1
	6	14	5.4	5.4	22.6
	7	54	20.8	21.0	43.6
	8	56	21.5	21.8	65.4
	9	45	17.3	17.5	82.9
	10	44	16.9	17.1	100.0
Don't know	98	2	.8	Missing	
Refused	99	1	.4	Missing	
	Total	260	100.0	100.0	

Mean 7.502

Valid cases 257 Missing cases 3

Q13. Forget the NRCS EQIP program for a moment. Now, I want you to imagine an ideal program that provides conservation assistance to farmers and ranchers. (PAUSE) How well do you think the NRCS EQIP program 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	4	1.5	1.6	1.6
	2	6	2.3	2.4	3.9
	3	7	2.7	2.8	6.7
	4	8	3.1	3.1	9.8
	5	22	8.5	8.7	18.5
	6	24	9.2	9.4	28.0
	7	58	22.3	22.8	50.8
	8	55	21.2	21.7	72.4
	9	34	13.1	13.4	85.8
	10	36	13.8	14.2	100.0
Don't know	98	4	1.5	Missing	
Refused	99	2	.8	Missing	
	Total	260	100.0	100.0	

Mean 7.224

Valid cases 254 Missing cases 6

Q14. Have you complained to the NRCS EQIP program personnel within the past year?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
No	0	222	85.4	85.4	85.4
Yes	1	38	14.6	14.6	100.0
	Total	260	100.0	100.0	

Valid cases 260 Missing cases 0

- -

Q14A. How well, or poorly, was your most recent complaint about the NRCS EQIP program 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 the NRCS EQIP program?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	4	1.5	11.1	11.1
	2	3	1.2	8.3	19.4
	3	2	.8	5.6	25.0
	4	1	.4	2.8	27.8
	5	3	1.2	8.3	36.1
	6	1	.4	2.8	38.9
	7	8	3.1	22.2	61.1
	8	7	2.7	19.4	80.6
	9	2	.8	5.6	86.1
	10	5	1.9	13.9	100.0
	.	222	85.4	Missing	
Don't know	98	1	.4	Missing	
Refused	99	1	.4	Missing	
	Total	260	100.0	100.0	

Mean 6.139

Valid cases 36 Missing cases 224

Q14B. How difficult or easy was it to make your most recent complaint about the NRCS EQIP program? 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?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	1	.4	2.7	2.7
	2	1	.4	2.7	5.4
	3	2	.8	5.4	10.8
	4	1	.4	2.7	13.5
	7	2	.8	5.4	18.9
	8	7	2.7	18.9	37.8
	9	7	2.7	18.9	56.8
	10	16	6.2	43.2	100.0
	.	222	85.4	Missing	
Refused	99	1	.4	Missing	
		-------	-------	-------	
	Total	260	100.0	100.0	

Mean 8.270

Valid cases 37 Missing cases 223

- -

Q15. If asked, how willing would you be to say positive things about the NRCS EQIP program? 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 the NRCS EQIP program?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	3	1.2	1.2	1.2
	3	3	1.2	1.2	2.3
	4	1	.4	.4	2.7
	5	16	6.2	6.2	8.8
	6	11	4.2	4.2	13.1
	7	24	9.2	9.2	22.3
	8	53	20.4	20.4	42.7
	9	36	13.8	13.8	56.5
	10	113	43.5	43.5	100.0
		-------	-------	-------	
	Total	260	100.0	100.0	

Mean 8.492

Valid cases 260 Missing cases 0

Q15. If asked, how willing would you be to say positive things about the NRCS EQIP program? 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 the NRCS EQIP program?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	5	1.9	2.0	2.0
	2	2	.8	.8	2.8
	3	4	1.5	1.6	4.3
	4	6	2.3	2.4	6.7
	5	9	3.5	3.6	10.3
	6	7	2.7	2.8	13.0
	7	13	5.0	5.1	18.2
	8	34	13.1	13.4	31.6
	9	34	13.1	13.4	45.1
	10	139	53.5	54.9	100.0
Don't know	98	5	1.9	Missing	
Refused	99	2	.8	Missing	
		-------	-------	-------	
	Total	260	100.0	100.0	

Mean 8.660

Valid cases 253 Missing cases 7

- -

QDA. When you first learned about the possibility of receiving conservation cost sharing through the EQIP program and made INITIAL contact, did you deal primarily with NRCS personnel or with other agency personnel?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
NRCS Personnel	1	214	82.3	82.3	82.3
FSA Personnel	2	18	6.9	6.9	89.2
Local Conservation	3	18	6.9	6.9	96.2
Other Personnel	4	6	2.3	2.3	98.5
Don't know	98	3	1.2	1.2	99.6
Refused	99	1	.4	.4	100.0
		-------	-------	-------	
	Total	260	100.0	100.0	

Valid cases 260 Missing cases 0

QD1. What is your age, please?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	24	1	.4	.4	.4
	25	1	.4	.4	.8
	28	1	.4	.4	1.2
	29	2	.8	.8	1.9
	30	3	1.2	1.2	3.1
	31	1	.4	.4	3.5
	32	1	.4	.4	3.9
	33	4	1.5	1.6	5.4
	37	6	2.3	2.3	7.8
	38	3	1.2	1.2	8.9
	39	8	3.1	3.1	12.0
	40	8	3.1	3.1	15.1
	41	1	.4	.4	15.5
	42	10	3.8	3.9	19.4
	43	10	3.8	3.9	23.3
	44	1	.4	.4	23.6
	45	7	2.7	2.7	26.4
	46	6	2.3	2.3	28.7
	47	9	3.5	3.5	32.2
	48	3	1.2	1.2	33.3
	49	10	3.8	3.9	37.2
	50	11	4.2	4.3	41.5
	51	3	1.2	1.2	42.6
	52	11	4.2	4.3	46.9
	53	8	3.1	3.1	50.0
	54	13	5.0	5.0	55.0
	55	6	2.3	2.3	57.4
	56	5	1.9	1.9	59.3
	57	6	2.3	2.3	61.6
	58	8	3.1	3.1	64.7
	59	11	4.2	4.3	69.0
	60	9	3.5	3.5	72.5
	61	10	3.8	3.9	76.4
	62	11	4.2	4.3	80.6
	63	4	1.5	1.6	82.2
	64	5	1.9	1.9	84.1
	65	5	1.9	1.9	86.0
	66	3	1.2	1.2	87.2
	67	5	1.9	1.9	89.1
	68	4	1.5	1.6	90.7
	69	1	.4	.4	91.1
	70	3	1.2	1.2	92.2
	71	1	.4	.4	92.6
	72	1	.4	.4	93.0
	73	1	.4	.4	93.4
	74	1	.4	.4	93.8
	75	4	1.5	1.6	95.3
	76	3	1.2	1.2	96.5
	77	2	.8	.8	97.3
	78	1	.4	.4	97.7
	79	3	1.2	1.2	98.8

QD1. What is your age, please?

	82	1	.4	.4	99.2
	83	2	.8	.8	100.0
Refused	99	2	.8	Missing	
		---	---	---	
	Total	260	100.0	100.0	

Mean 53.430

Valid cases 258 Missing cases 2

- -

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

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Less than high school	1	10	3.8	3.8	3.8
High school graduate	2	75	28.8	28.8	32.7
Some college or assoc. degree	3	69	26.5	26.5	59.2
College graduate	4	69	26.5	26.5	85.8
Post-Graduate	5	34	13.1	13.1	98.8
Refused	99	3	1.2	1.2	100.0
		---	---	---	
	Total	260	100.0	100.0	

Valid cases 260 Missing cases 0

- -

QD3. Are you of Hispanic, Latino or Spanish origin?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
No	0	253	97.3	97.3	97.3
Yes	1	4	1.5	1.5	98.8
Refused	99	3	1.2	1.2	100.0
		---	---	---	
	Total	260	100.0	100.0	

Valid cases 260 Missing cases 0

QD4O1. Do you consider your race as:

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
White	1	239	91.9	91.9	91.9
Black or African American	2	4	1.5	1.5	93.5
American Indian or Alaska Nat.	3	10	3.8	3.8	97.3
Asian	4	1	.4	.4	97.7
(DO NOT READ) Other	6	3	1.2	1.2	98.8
	999	3	1.2	1.2	100.0
	Total	260	100.0	100.0	

Valid cases 260 Missing cases 0

- -

QD4O2 Do you consider your race as:

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
American Indian or Alaska Nat.	3	2	.8	100.0	100.0
	.	258	99.2	Missing	
	Total	260	100.0	100.0	

Valid cases 2 Missing cases 258

- -

QD5 Total annual family income in 2003.

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Under $20,000	1	21	8.1	8.1	8.1
$20K but less than $30K	2	22	8.5	8.5	16.5
$30k but less than $40k	3	28	10.8	10.8	27.3
$40k but less than $60k	4	47	18.1	18.1	45.4
$60k but less than $80k	5	31	11.9	11.9	57.3
$80k but less than $100k	6	22	8.5	8.5	65.8
$100,000 or more	7	53	20.4	20.4	86.2
Don't know	98	12	4.6	4.6	90.8
Refused	99	24	9.2	9.2	100.0
	Total	260	100.0	100.0	

Valid cases 260 Missing cases 0

QD6. Gender

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Male	1	235	90.4	90.4	90.4
Female	2	25	9.6	9.6	100.0
	Total	260	100.0	100.0	

Valid cases 260 Missing cases 0