

2022 CUSTOMER SATISFACTION

Community Action Partnership of Mid-Nebraska

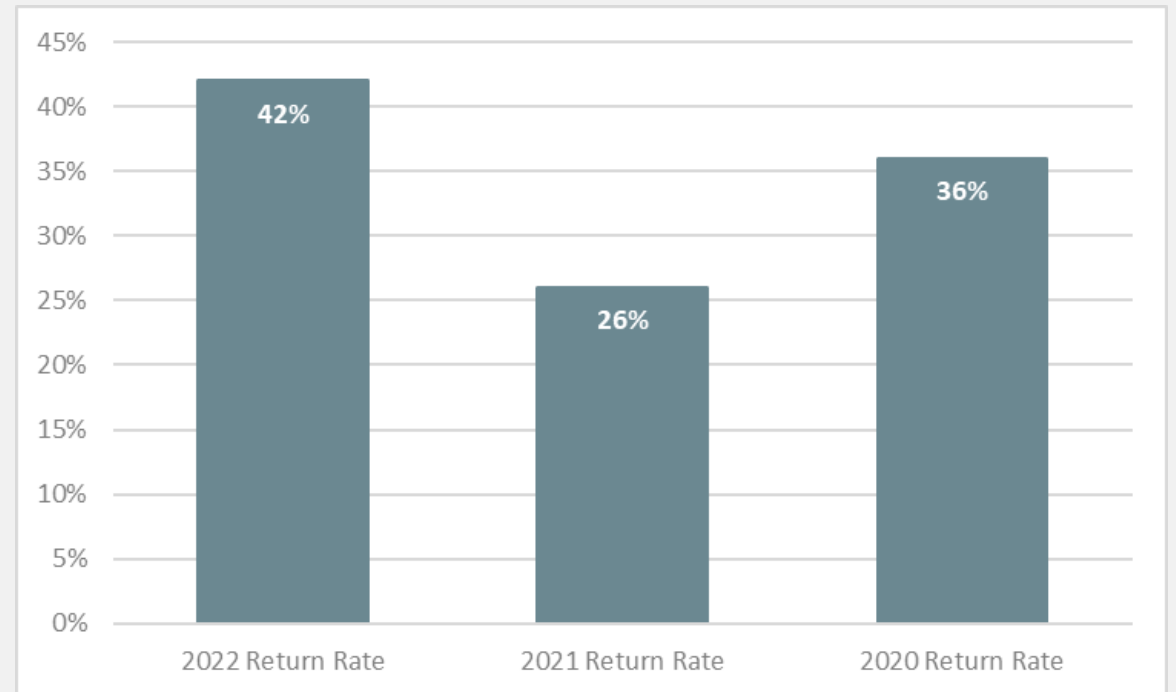
METHODOLOGY

- 1,489 surveys were distributed to Program Directors the week of November 18, 2022 with a due date set for January 2, 2023.
- The qualitative question that asked clients to share any need they had relating to the COVID-19 pandemic remained on the survey.
- 100% of surveys were distributed in-person this year, as opposed to last year when 12% of surveys were distributed via mail.
- Once returned, completed surveys were analyzed in SPSS and developed into the following report.



RETURN RATE

- Mid distributed 1,489 Customer Satisfaction surveys the week of November 18, 2022. By January 2, 2022, a total of 622 surveys had been returned to Mid for a return rate of 42%.
- As it compares to the previous two years, this is our highest return rate, increasing by 16% from 2021 and 6% from 2020.
- By program, the highest return rate was for WIC at 100%. Following that, Nutrition Services, which includes the Food Bank and CSFP saw a high return rate of 92%.



PROGRAM SPECIFIC RETURN RATES

A few items to note:

- Nutrition Services includes both the Food Bank and CSFP;
- Weatherization distributes and collects surveys throughout the year, so no return rate is calculated.
- Seventeen surveys were returned with no program selected.

Table 1.

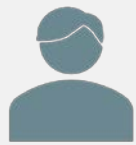
Program	# of Surveys Distributed	Return Frequency	Program Return Rate
Nutrition Services	50	46	92%
Peterson Senior Center	50	25	50%
Weatherization	*	17	
Community Services	275	28	10%
Head Start/Early Head Start	384	198	52%
Minden Senior Center	40	32	80%
RYDE Transit	135	37	27%
Health Services	180	31	17%
North Platte Senior Center	200	14	7%
WIC	175	175	100%
(Program not selected)		17	

DEMOGRAPHIC BREAKDOWN

- Survey participants were asked to check the demographic boxes that best described them and their families. This section of the survey remained *optional* however for clients who are uncomfortable or unwilling to provide the following information:



Homeless (3.2%)



18.2%



68.8%

Less than HS
9.3%

6.3%
Earned GED

HS Graduate
29.9%

22.0%
Some college,
Tech. school

College
Degree or
Higher
15.2%

Age 24-34 (35.5%)

Age 65+ (23.2%)

Age 35-44
(11.4%)

Age <24
(8.0%)

Age 55-64
(4.7%)

Age 45-54
(3.5%)

Single
Person



19.9%

Single Female
Parent



18.0%

Single Male
Parent



1.3%

2+ Adults

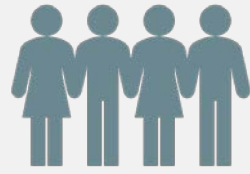


8.8%

Two-Parent
Family



29.7%



(Other, 3.2%)

59.5%
Able to Work

36.8%
Employed

The rate of employment remained nearly the same as last year's rate of employment.

OVERALL SATISFACTION

- According to the 622 surveys received from program participants, 98.9% of clients responded positively when asked about the overall quality of services they received. To see how this satisfaction rate compares to the previous two years of Customer Satisfaction surveys, please refer to the table below.

Quality of Service	2022 Response	2021 Response	2020 Response
Excellent	85.2%	81.6%	82.5%
Good	13.7%	17.8%	16.6%
Fair	0.3%	0.9%	0.4%
Poor	0.0%	0.0%	0.1%

- Overall satisfaction is determined by taking the sum of positive ratings (Excellent plus Good) and subtracting the sum of negative ratings (Fair plus Poor). Therefore, the overall satisfaction in 2022 is 0.5% lower than 2021 and 0.6% lower than that of 2020. For overall rating on all survey questions and how it compares to previous years, please refer to the table on the next slide.

OVERALL RATING

Table 13.

Survey Question	2022 Rating	2021 Rating	2020 Response
Quality of Service	98.6%	98.8%	98.2%
Treated Respectfully	97.8%	99.0%	100.0%
Received Additional Info.	66.4%	64.9%	63.1%
Overall Knowledge of Staff	96.4%	97.8%	96.2%
Clients' Needs Were Met	93.3%	96.6%	95.2%
Would Recommend	94.7%	96.1%	99.0%
Waiting Area was Clean	82.1%	77.9%	72.4%
Received Timely Services	95.1%	97.2%	98.6%
Situation was Improved	94.7%	98.2%	99.4%

QUALITATIVE DATA ANALYSIS

In order to provide a brief snapshot of the qualitative data gathered in the 2022 Customer Satisfaction survey, comments were broken down into applicable categories and themes, such as childcare, transportation, housing, etc.

- It is important to remember that though this data has been quantified, qualitative data still has many variables and each comment should be considered individually.

The tables on the following slides provide a snapshot of the most common responses to the following three questions:

Q1: In your opinion, what needs are not being met within your community?

Q2: Do you have any other input that could help us improve what we do?

Q3: Describe any needs you have related to the Coronavirus Pandemic.

QUALITATIVE DATA ANALYSIS

In addition to analyzing needs and suggestions, it is also important to record how often a client provides positive feedback for our programs, staff, and organization.

This first question had a total of 142 responses, 34% of which were positive feedback.

- 13% of comments were in regards to childcare, either the need for more or better childcare;
- 12% of comments were in regards to the need for more or better housing; and
- 6% of comments were in regards to the need for more Community Resources and Activities, especially for children.

Category	Frequency
Positive Feedback	48 comments
Childcare	18 comments
Housing	17 comments
Community Resources/Activities	9 comments

QUALITATIVE DATA ANALYSIS

The second question had a total of 105 responses, 62% of which were positive feedback.

- 10% of comments were in regards to Head Start or Early Head Start;
- 4% of comments were in regards to WIC food options; and
- 4% of comments were in regards to the Peterson Senior Meal Program.

Category	Frequency
Positive Feedback	65 comments
Regarding Head Start/EHS	11 comments
Regarding WIC food options	4 comments
Regarding Peterson Senior Center	4 comments

QUALITATIVE DATA ANALYSIS

The final question had a total of 40 responses, 18% of which were positive feedback.

- 10% of comments were in regards to employment;
- 8% of comments were in regards to food expenses; and
- 8% of comments were in regards to the economy.

For a list of all other comments left for this question, please refer to the 2022 Customer Satisfaction report.

Table 16. Needs regarding COVID-19?	
Category	Frequency
Positive Feedback	7 comments
Employment	4 comments
Food expenses	3 comments
Economy	3 comments

CONCLUSION

Overall, data gathered from the 622 surveys received back from clients indicates that while Community Action Partnership of Mid-Nebraska and its many programs continues to serve people and improve lives, there was a decrease in positive ratings and areas for improvement. While ratings went down, the return rate went up significantly, which is a good thing to see and indicates that our communities are rebounding after the Coronavirus Pandemic and seeking the assistance they need.

To see a breakdown of **Areas of Improvement** and **Areas of Success**, please review the 2022 Customer Satisfaction Report.

Great job Community Action Partnership of Mid-Nebraska staff! You are truly helping people, changing lives, and making our communities a better place to live.

