Constant Contact Survey Results

Survey Name: NTEP Customer Survey

Response Status: Partial & Completed

Filter: None

Jun 03, 2010 12:10:55 PM

TextBlock:

NTEP desires more involvement with our customers and clientele. Therefore, in order to better serve our customers, we ask that you complete this short survey. This information will be extremely helpful to us in developing better programs and services.

If you have any questions or comments, please feel free to contact Kevin Morris, Executive Director at 301-504-5125 or send an email (kmorris@ntep.org).

If you would like the results of this survey or want us to keep in better contact with you, please provide your email in question 8. NTEP does not sell or distribute its contact lists to others.

Thanks for your input!

What is your occupation or interest with turfgrass cultivars? (choose one)

Answer	0%	100%	Number of Response(s)	Response Ratio
Turfgrass plant breeder			18	7.2 %
Researcher/scientist			40	16.1 %
Seed distributor, marketer or retailer			24	9.6 %
University extension educator			11	4.4 %
Turf industry technical representative			8	3.2 %
Private consultant/agronomist			7	2.8 %
Grass seed producer			8	3.2 %
Sod producer			7	2.8 %
Golf course superintendent			6	2.4 %
Golf course builder or architect			1	<1 %
Golf course or Club manager/Owner			0	0.0 %
Park/Grounds manager			5	2.0 %
Sports turf manager			12	4.8 %
Athletic field/parks/grounds construction			2	<1 %
Lawn care service operator			3	1.2 %
Landscape contractor			1	<1 %
Landscape architect			0	0.0 %
Roadside/Vegetation manager			0	0.0 %
Master gardener			0	0.0 %
Homeowner			76	30.6 %
Other			18	7.2 %
No Response(s)			1	<1 %
		Totals	**248**	**100%**

Why do you visit/have you visited the NTEP web site? (Choose all that apply)

Answer	0% 100%	Number of Response(s)	Response Ratio
Identify the best turfgrass cultivar(s) for my location		177	71.6 %
Compare several turfgrass cultivars for many traits		152	61.5 %
Identify turfgrass cultivars that are the most beautiful (i.e. high density, best color, etc.)		89	36.0 %
Determine the best turfgrass cultivar for a specific use (i.e. golf course, athletic field, home lawn, etc.)		132	53.4 %
Determine the best turfgrass cultivar for specific problem (i.e. drought, a disease, cold, heat, insects, etc.)		130	52.6 %
Identify the best turfgrass cultivar(s) so I can reduce or eliminate pesticide/water/fertilizer use		70	28.3 %
Prepare sales information for my cultivar(s)		45	18.2 %
Determine which cultivar(s) I want to purchase for resale to my customers		23	9.3 %
Develop a contract/bid specification, guidelines or recommendations with appropriate turfgrass cultivars		19	7.6 %
Other		13	5.2 %
Totals		**247**	**100%**

What turfgrass characteristics are most important to you? (Choose up to five)

Answer	0% 100%	Number of Response(s)	Response Ratio
Highest turfgrass quality		162	65.8 %
Darkest/best color		80	32.5 %
Finest leaf texture		30	12.1 %
High density		91	36.9 %
Tolerance of close mowing (1 inch or less)		31	12.6 %
Reduced mowing requirement		51	20.7 %
Best overall disease resistance		114	46.3 %
Specific disease resistance (please describe below)		34	13.8 %
Best overall insect resistance		38	15.4 %
Specific insect resistance (please describe below)		8	3.2 %
Resists weed invasion better		70	28.4 %
Fastest/easiest establishment from seed, springs or plugs		61	24.7 %
Faster sod production/establishment from sod		15	6.0 %
Better establishment under harsh soil or weather conditions		43	17.4 %
Staying green during drought conditions		93	37.8 %
Surviving drought conditions (turf may turn brown but greens up with rain)		84	34.1 %
Tolerance of salty soils or irrigation water		41	16.6 %
Traffic tolerance (children, pets, athletic events, etc.)		106	43.0 %
Tolerance of compacted soils		41	16.6 %
Fast recovery from traffic, disease or other damage		74	30.0 %
Other		14	5.6 %
Totals		**246**	**100%**

NTEP currently publishes data from its various test locations in tables on its web site. NTEP does not interpret that data and has never made cultivar recommendations. What can NTEP change to make its information more useful? (choose all that apply)

Answer	0%	100%	Number of Response(s)	Response Ratio
Nothing - keep the data tables as they are			47	19.8 %
Organize the data on the web site so it is easier to find specific data (i.e. drought, specific diseases, etc.)			96	40.5 %
Develop categories/rankings of performance (i.e. 5 stars for a top cultivar, best etc.)			60	25.3 %
Develop a brand that could be used to identify and market top performing cultivars			26	10.9 %
Develop a database that a user can sort to produce a report of desired characteristics or compare desired cultivars			131	55.2 %
Keep the current data tables but also utilize some of the above suggestions			84	35.4 %
Eliminate the current tables of data and start over with a new system			3	1.2 %
Other			14	5.9 %
		Totals	**237**	**100%**

NTEP is considering the development of a web-based database that could be searched online. Custom turfgrass cultivar reports would be generated from information you select and available for immediate access.Would you be interested in this service?

Answer	0%	100%	Number of Response(s)	Response Ratio
Yes I would pay US$9.95 to generate a customized report of information I select			20	8.0 %
Yes, but I would prefer to pay an annual fee for unlimited use of this service			43	17.3 %
Perhaps, depending on the usefulness of the service			110	44.3 %
No, I would not pay for this service			69	27.8 %
No Response(s)			6	2.4 %
		Totals	**248**	**100%**

What are other suggestions you have on how NTEP can improve its data, how the data is presented on its web site and CD, etc? (please describe)

55 Response(s)

Any other suggestions for NTEP, how it can improve its performance and services, new programs it may develop, etc.? (please describe)

36 Response(s)

Please enter the information indicated below.

Answers	Number of Response(s)
Email Address	214
Postal Code	220
Country	225