



2019 Customer Needs and Satisfaction Assessment

More than 400 customers of Community Action of Eastern Iowa completed a comprehensive needs assessment survey during the spring and summer of 2019. This summary report includes customer satisfaction, preferred office hours, marketing feedback, household characteristics of the survey respondents, unmet household needs, and the schedules of Head Start/Early Head Start parents.

Section 1: Customer Satisfaction

Agency customers expressed a high level of overall satisfaction with agency services. The only significant variation in the county-level data is a slightly lower satisfaction score in Scott County regarding timely service delivery.

Customer Satisfaction	Cedar	Clinton	Muscatine	Scott	Total
I Had a Positive Experience at CAEI					
Strongly Agree	70%	71%	75%	66%	67%
Agree	0%	12%	19%	9%	6%
Neutral	30%	15%	6%	27%	25%
Disagree	0%	3%	0%	0%	0%
Strongly Disagree	0%	0%	0%	2%	2%
I Was Helped in a Timely Manner at CAEI					
Strongly Agree	65%	68%	69%	58%	60%
Agree	5%	21%	25%	12%	14%
Neutral	30%	12%	6%	28%	24%
Disagree	0%	0%	0%	0%	0%
Strongly Disagree	0%	0%	0%	2%	2%
The Staff at CAEI Were Friendly and Helpful					
Strongly Agree	70%	74%	75%	66%	68%
Agree	0%	12%	19%	5%	6%
Neutral	30%	12%	6%	27%	24%
Disagree	0%	3%	0%	0%	0%
Strongly Disagree	0%	0%	0%	2%	2%
I Was Informed About Other Services					
Strongly Agree	50%	59%	56%	56%	55%
Agree	10%	9%	25%	8%	10%
Neutral	40%	24%	19%	32%	31%
Disagree	0%	0%	0%	1%	1%
Strongly Disagree	0%	9%	0%	3%	3%

Section 2: Preferred Office Hours

Only about half of the survey respondents prefer daytime weekday office hours. The survey question resulted in slightly misleading results however, as a high percentage of respondents selected “other.” For those selecting “other” most listed two or more of the options presented. CAEI should continue to offer as much choice in office hours as possible.

What Office Hours are Most Convenient?	Cedar	Clinton	Muscatine	Scott	Total
M-F 6:30 a.m. to 8:00 a.m.	13%	12%	7%	18%	16%
M-F 8:00 a.m. to 4:30 p.m.	52%	51%	60%	43%	46%
M-F 4:30 p.m. to 7:00 p.m.	13%	14%	3%	8%	9%
Saturday 9:00 a.m. to 12:00 p.m.	4%	4%	3%	6%	5%
Homebound/Unable to Visit Office	0%	8%	0%	2%	4%
Other	17%	20%	27%	25%	24%

Section 3: Marketing Feedback

The most often-cited response to how a customer heard about Community Action was from a family member or friend. A limitation of this data is the failure to include “utility company” as an option, as most of the respondents selecting “other” indicated that their utility company referred them.

Heard About Community Action From	Cedar	Clinton	Muscatine	Scott	Total
Family or Friend	61%	51%	48%	52%	51%
I’m a Current or Former Customer	22%	10%	16%	15%	16%
Referred by Another Agency	4%	10%	16%	15%	14%
Internet or Website	17%	16%	16%	11%	13%
Other	17%	14%	0%	13%	13%
United Way/211	0%	2%	0%	4%	3%
Social Media	13%	2%	0%	2%	3%
Faith-Based Organization	0%	0%	0%	4%	3%
Mailing/Brochure/Flyer	13%	2%	8%	1%	2%
Television or Radio	4%	2%	0%	0%	1%
Phone Book	0%	0%	0%	1%	1%
Newspaper	0%	0%	0%	0%	0%

Section 4: Household Characteristics of Survey Respondents

Key indicators for survey respondents and their households are provided below.

Household Characteristics	Cedar	Clinton	Muscatine	Scott	Total
Number of Survey Respondents	25	55	33	281	403
Receive Medicaid	67%	67%	79%	63%	66%
Homebound Household Member	4%	0%	0%	8%	6%
55+ Household Member	17%	26%	28%	29%	27%
Children Under 3 in Household	33%	19%	15%	22%	22%
Preschool Children (3-5) in Household	17%	22%	33%	26%	25%
School Age Children (6-11) in Household	63%	46%	30%	37%	39%
Youth (12-17) in Household	42%	30%	30%	28%	30%
Minor (<18) with Special Needs	22%	11%	15%	10%	12%
Foster Care Provider	0%	0%	3%	2%	2%
Anyone in Household Currently Pregnant	9%	7%	3%	6%	6%
Anyone in Household Physically Disabled	13%	26%	21%	25%	23%
Anyone with Mental Health Issues	39%	43%	40%	39%	40%
Gender of Respondent: Male	9%	19%	9%	23%	21%
Gender of Respondent: Female	91%	81%	91%	77%	79%
Race: White	96%	83%	84%	49%	60%
Race: Black or African American	--	9%	--	39%	29%
Race: Asian	--	--	--	--	--
Race: American Indian	--	--	6%	2%	2%
Race: Native Hawaiian or Pacific Islander	--	2%	--	--	0%
Race: Other	--	2%	9%	1%	2%
Race: Multi-Race	4%	2%	--	7%	6%
Hispanic, Latinx, or Spanish Origin	4%	4%	18%	5%	6%
Zero Adults Working >30 Hrs/Week	39%	75%	48%	57%	57%
One Adult Working >30 Hrs/Week	52%	22%	45%	37%	36%
Two Adults Working >30 Hrs/Week	9%	4%	6%	7%	7%
Three+ Adults Working >30 Hrs/Week	0%	0%	0%	0%	0%
Zero Adults Working <30 Hrs/Week	61%	56%	67%	64%	63%
One Adult Working <30 Hrs/Week	22%	35%	27%	29%	30%
Two Adults Working <30 Hrs/Week	13%	6%	6%	6%	6%
Three+ Adults Working <30 Hrs/Week	4%	4%	0%	1%	1%
Working Adults Looking for Better Jobs	39%	35%	33%	39%	39%
Unemployed and Looking for Work	39%	43%	30%	32%	34%
Household Income Increased in Last Yr.	9%	11%	9%	6%	7%
Household Income Stayed Level Last Yr.	43%	47%	59%	60%	57%
Household Income Decreased Last Yr.	48%	42%	31%	35%	37%
Receiving SNAP (Food Stamps)	74%	58%	53%	69%	66%
Household Member w/Opioid Addiction	0%	0%	0%	1%	1%
Know Someone w/Opioid Addiction	6%	7%	0%	6%	6%
Has Internet Service or Access to Internet	78%	83%	63%	58%	63%
Has Phone Service	100%	94%	87%	81%	84%

Section 5: Unmet Needs

Areas of need that survey respondents listed as unmet for their household are listed below, ranked by total responses. Responses for the counties do not equal total responses because a small number of Jackson County residents also answered the survey.

1. Basic living items (clothing, personal care items, furniture/appliances) were the most often cited unmet needs.
2. One of every five households asked for money management/budgeting help.
3. Sixteen percent of respondents need legal help, with most needing help with housing issues, divorce, and child custody.
4. Utility issues, employment help, and food insecurity were also identified as high-need areas.

Would Like Help With (# of Households)	Cedar	Clinton	Muscatine	Scott	Total
Clothing/Shoes	6	16	8	71	103
Personal Care Items (Diapers/Toilet Paper...)	5	16	9	64	97
Getting Basic Furniture or Appliances	4	12	10	65	93
Budgeting and Managing Money	6	12	6	57	82
Legal Assistance	2	8	7	46	64
Solving Problems with Utility Company	1	12	4	41	62
Having Enough Food at Home	3	8	9	39	61
Finding a Job/Better Job	2	13	7	36	60
Getting Enough Food from Pantries	2	7	5	36	53
Obtaining a 2 year college degree	2	9	6	30	49
Getting a Dependable Vehicle	0	9	1	32	43
Solving Problems with Loan/Credit Card	4	4	3	28	40
Yard Work/Snow Removal	1	6	3	28	39
Obtaining a vocational/trade certificate	1	10	5	21	38
Vehicle Repairs	2	6	3	25	38
Getting Vehicle Insurance	0	7	2	24	38
Obtaining a 4 year college degree	1	5	3	25	36
Finding Safe & Affordable Housing	1	5	2	25	35
Making Necessary Home Repairs	2	5	6	22	35
Knowing What Jobs are Available	1	8	3	21	34
Making Home More Energy Efficient	2	6	7	17	33
Getting To/From Appointments	0	9	1	21	33
Obtaining a Loan to Buy a House	1	2	1	26	31
Getting To/From Work	1	7	1	18	30
Obtaining GED/HiSet	2	3	4	19	28
Doing Housework/Cleaning	0	3	4	21	28
Learning to Stretch Food Dollars	2	4	3	16	26
Getting a Driver's License	1	5	2	15	25
Getting Skills/Training for Job I Want	0	4	4	13	23
Dealing with Stress/Anxiety/Depression	0	5	2	15	22
Solving Problems with Payday Loan	0	2	1	15	19

Would Like Help With (# of Households)	Cedar	Clinton	Muscatine	Scott	Total
Finding Affordable Child Care	1	2	1	13	18
Finding Affordable Dental Insurance	3	1	1	13	18
Opening a Bank Account	1	3	2	10	17
Understanding Credit Scores	0	2	3	11	17
Finding Affordable Health Insurance	3	1	1	12	17
Learning/Improving Computer Skills	0	3	1	11	16
Learning Job Search Skills	0	5	1	8	15
Learning to Eat Healthy on a Budget	1	2	3	8	15
Access to Public Transportation	0	4	0	10	14
Finding a Dentist Who Accepts Medicaid	0	1	1	12	14
Getting Children To/From School	0	1	0	12	13
Completing Income Taxes	1	2	2	6	12
Finding Quality Child Care	0	3	1	7	12
Accessing Mental Health Services	0	2	1	9	12
Learning/Improving Communication Skills	0	3	2	5	11
Finding Child Care in Convenient Location	1	3	1	5	11
Finding Weekday Daytime Child Care	1	2	1	7	11
Finding Evening or Nighttime Child Care	1	2	1	7	11
Learning to Set Goals for My Household	1	2	3	5	11
Helping Children Cope with Stress	1	1	1	7	11
Moving to Different Area Where Jobs Avail.	0	2	3	4	10
Learning to Mentor/Teach My Children	1	1	2	6	10
Communicating with Teenagers	1	1	0	8	10
Finding Weekend Child Care	0	2	0	7	9
Dealing w/Physical/Emotional/Sexual Abuse	0	0	1	8	9
Finding Child Care Provider Accepting CCA	0	1	0	6	8
Preparing Preschool Children For School	0	1	0	3	8
Getting Children To/From Child Care	0	2	0	6	8
Getting Youth To/From Activities	0	2	1	5	8
Accessing Well-Child Care (immunizations...)	0	2	1	5	8
Modeling Healthy Eating for My Family	0	2	0	4	7
Finding a Doctor Who Accepts Medicaid	0	0	1	6	7
Managing Medication	0	1	1	5	7
Drug/Alcohol Treatment	0	1	0	2	7
Children Displaying Bullying Behavior	1	1	2	2	6
Talking to Children about Sex/STIs	1	0	0	4	5
Finding Services for Kids w/Special Needs	1	1	0	3	5
Adapting Home for Disabled Person	0	1	0	3	4
Children Encountering Bullying	1	0	0	2	4
Reproductive Healthcare (Birth Control/STIs)	0	0	1	3	4
Getting Nutritious Foods During Pregnancy	0	1	1	1	3
Finding Before/After School Care	0	3	0	5	3
Obtaining Breastfeeding Education	0	2	0	0	2
Talking to Children about Drugs/Alcohol	1	0	0	1	2
Obtaining Family Planning/Birth Control	0	0	1	1	2

Section 5: Work, Education, and Training Schedules of Head Start Parents

We asked survey respondents who have children enrolled in Head Start or Early Head Start at Community Action of Eastern Iowa about their schedules. The results show that more than half of the respondents are working, and that they work varied shifts. Fifteen percent of parents are enrolled in college or vocational training.

Work Schedules for HS/EHS Parents	Cedar	Clinton	Muscatine	Scott	Total
Parent(s) Currently Working	63%	38%	43%	53%	52%
Working Weekdays During Daytime	100%	80%	100%	72%	78%
Working Evenings/Nights/Weekends	40%	60%	33%	39%	42%
Attending School (High School/College)	0%	15%	0%	10%	9%
Classes on Weekdays During Daytime	--	50%	--	86%	78%
Classes Evenings/Nights/Weekends	--	50%	--	29%	33%
Attending Vocational Classes/Job Training	0%	0%	0%	7%	6%
Training on Weekdays During Daytime	--	--	--	67%	67%
Training Evenings/Nights/Weekends	--	--	--	50%	50%