

Ready.gov Customer Satisfaction Survey

Time Period: 10/1/2015 - 10/31/2015

How would you rate your overall experience today?

Answer Choices	Percentage	Responses
▪ Outstanding	22.60%	99
▪ Above Average	44.98%	197
▪ Average	26.26%	115
▪ Below Average	3.42%	15
▪ Poor	2.74%	12
Total	100%	438

What Information were you looking for today?

Answer Choices	Percentage	Responses
▪ Contact information	2.74%	12
▪ Disaster assistance: applying, checking my status, or learning more about assistance	3.65%	16
▪ Disaster declarations	0.46%	2
▪ Disasters (specifically, types of disasters)	10.27%	45
▪ Email, RSS feeds, or subscription services	0.00%	0
▪ Employment or contracting opportunities	0.00%	0
▪ Exercises	0.91%	4
▪ Flood insurance	0.46%	2
▪ Flood maps	0.46%	2
▪ Forms or publications	2.74%	12
▪ Grants	0.23%	1
▪ Information about FEMA	1.37%	6
▪ News	0.46%	2
▪ Other	8.45%	37
▪ Photographs	0.68%	3
▪ Preparing for a disaster	60.05%	263
▪ Recovering from a disaster	0.91%	4
▪ Training	5.02%	22
▪ Video	1.14%	5
Total	100%	438

Were you able to complete the purpose of your visit?

Answer Choices	Percentage	Responses
▪ Yes	78.08%	342
▪ No	21.92%	96
Total	100%	438

If you weren't able to complete your visit, please select the option that best describes your difficulty.

Answer Choices	Percentage	Responses
▪ Bad link	13.33%	14
▪ Content wasn't easy to understand	15.24%	16
▪ Error on page	2.86%	3
▪ Multimedia / technical problem	2.86%	3
▪ Other	60.00%	63
▪ Outdated information	5.71%	6
Total	100%	105

Would you still return to this website if you could get this information or service from another source?

Answer Choices	Percentage	Responses
▪ Yes	92.24%	404
▪ No	7.76%	34
Total	100%	438

Will you recommend this website to a friend or colleague?

Answer Choices	Percentage	Responses
▪ Yes	90.87%	398
▪ No	9.13%	40
Total	100%	438

Which of the following best describes you?

Answer Choices	Percentage	Responses
▪ Business, organization, non-profit, contractor, or vendor	10.27%	45
▪ Disaster Survivor	2.51%	11
▪ Emergency Managers and Personnel	7.08%	31
▪ First Responder	2.97%	13
▪ Government Official or Employee	6.39%	28
▪ Home (Property) Owner	34.47%	151
▪ Insurance Agent	0.46%	2
▪ Job Seeker	1.37%	6
▪ Media	0.46%	2
▪ Other	11.87%	52
▪ Student or Educator	22.15%	97
Total	100%	438

Please describe your experience finding your way around (navigating) FEMA.gov today.

Answer Choices	Percentage	Responses
▪ Encountered no difficulties	71.46%	313
▪ Had technical difficulties (e.g. error messages, broken links)	2.97%	13
▪ Links did not take me where I expected	4.34%	19
▪ Links/labels are difficult to understand, they are not intuitive	0.91%	4
▪ Navigated to general area but couldn't find the specific content needed	7.31%	32
▪ Too many links or navigational choices	2.97%	13
▪ Would often feel lost, not know where I was	3.20%	14
▪ Other	6.85%	30
Total	100%	438

How was your experience using our site search?

Answer Choices	Percentages	Responses
▪ Did not use search bar today	49.54%	217
▪ Encountered no difficulties	30.82%	135
▪ I was not sure what words to use in my search	3.42%	15
▪ Results were not helpful	3.88%	17
▪ Results were not relevant to my search terms or needs	1.37%	6
▪ Results were too similar/redundant	1.60%	7
▪ Returned not enough or no results	1.83%	8
▪ Returned too many results	1.14%	5
▪ Other	6.39%	28
Total	100%	438