

Ready.gov Customer Satisfaction Survey

Time Period: 9/1/2015 - 9/30/2015

How would you rate your overall experience today?

Answer Choices	Percentage	Responses
▪ Outstanding	26.69%	189
▪ Above Average	44.21%	313
▪ Average	24.01%	170
▪ Below Average	2.68%	19
▪ Poor	2.40%	17
Total	100%	708

What Information were you looking for today?

Answer Choices	Percentage	Responses
▪ Contact information	1.69%	12
▪ Disaster assistance: applying, checking my status, or learning more about assistance	3.11%	22
▪ Disaster declarations	0.56%	4
▪ Disasters (specifically, types of disasters)	5.79%	41
▪ Email, RSS feeds, or subscription services	1.27%	9
▪ Employment or contracting opportunities	0.99%	7
▪ Exercises	0.85%	6
▪ Flood insurance	0.28%	2
▪ Flood maps	0.42%	3
▪ Forms or publications	3.81%	27
▪ Grants	0.42%	3
▪ Information about FEMA	1.27%	9
▪ News	0.42%	3
▪ Other	9.18%	65
▪ Photographs	0.42%	3
▪ Preparing for a disaster	62.43%	442
▪ Recovering from a disaster	0.85%	6
▪ Training	5.23%	37
▪ Video	0.99%	7
Total	100%	708

Were you able to complete the purpose of your visit?

Answer Choices	Percentage	Responses
▪ Yes	83.47%	591
▪ No	16.53%	117
Total	100%	708

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

Answer Choices	Percentage	Responses
▪ Bad link	18.44%	26
▪ Content wasn't easy to understand	11.35%	16
▪ Error on page	6.38%	9
▪ Multimedia / technical problem	3.55%	5
▪ Other	54.61%	77
▪ Outdated information	5.67%	8
Total	100%	141

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

Answer Choices	Percentage	Responses
▪ Yes	93.22%	660
▪ No	6.78%	48
Total	100%	708

Will you recommend this website to a friend or colleague?

Answer Choices	Percentage	Responses
▪ Yes	91.53%	648
▪ No	8.47%	60
Total	100%	708

Which of the following best describes you?

Answer Choices	Percentage	Responses
▪ Business, organization, non-profit, contractor, or vendor	15.11%	107
▪ Disaster Survivor	3.25%	23
▪ Emergency Managers and Personnel	6.64%	47
▪ First Responder	6.07%	43
▪ Government Official or Employee	12.71%	90
▪ Home (Property) Owner	31.50%	223
▪ Insurance Agent	0.28%	2
▪ Job Seeker	1.13%	8
▪ Media	0.42%	3
▪ Other	10.88%	77
▪ Student or Educator	12.01%	85
Total	100%	708

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

Answer Choices	Percentage	Responses
▪ Encountered no difficulties	77.68%	550
▪ Had technical difficulties (e.g. error messages, broken links)	5.08%	36
▪ Links did not take me where I expected	3.67%	26
▪ Links/labels are difficult to understand, they are not intuitive	1.98%	14
▪ Navigated to general area but couldn't find the specific content needed	4.94%	35
▪ Too many links or navigational choices	1.55%	11
▪ Would often feel lost, not know where I was	1.98%	14
▪ Other	3.11%	22
Total	100%	708

How was your experience using our site search?

Answer Choices	Percentages	Responses
▪ Did not use search bar today	51.84%	367
▪ Encountered no difficulties	34.89%	247
▪ I was not sure what words to use in my search	1.55%	11
▪ Results were not helpful	2.54%	18
▪ Results were not relevant to my search terms or needs	0.99%	7
▪ Results were too similar/redundant	0.85%	6
▪ Returned not enough or no results	2.12%	15
▪ Returned too many results	0.71%	5
▪ Other	4.52%	32
Total	100%	708