

FEMA.gov Customer Satisfaction Survey

Time Period: 11/1/2015 - 11/30/2015

How would you rate your overall experience today?

Answer Choices	Percentage	Responses
▪ Outstanding	16.18%	169
▪ Above Average	30.85%	295
▪ Average	31.82%	336
▪ Below Average	10.32%	109
▪ Poor	13.92%	147
Total	103%	1056

What Information were you looking for today?

Answer Choices	Percentage	Responses
▪ Contact information	2.75%	29
▪ Disaster assistance: applying, checking my status, or learning more about assistance	9.47%	100
▪ Disaster declarations	4.45%	47
▪ Disasters (specifically, types of disasters)	1.99%	21
▪ Email, RSS feeds, or subscription services	1.04%	11
▪ Employment or contracting opportunities	2.08%	22
▪ Exercises	1.42%	15
▪ Flood insurance	5.87%	62
▪ Flood maps	14.30%	151
▪ Forms or publications	6.44%	68
▪ Grants	12.22%	129
▪ Information about FEMA	3.98%	42
▪ News	1.04%	11
▪ Other	11.36%	120
▪ Photographs	0.47%	5
▪ Preparing for a disaster	9.28%	98
▪ Recovering from a disaster	1.99%	21
▪ Training	9.38%	99
▪ Video	0.47%	5
Total	100%	1056

Were you able to complete the purpose of your visit?

Answer Choices	Percentage	Responses
▪ Yes	50.47%	533
▪ No	49.53%	523
Total	100%	1056

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

Answer Choices	Percentage	Responses
▪ Bad link	6.76%	37
▪ Content wasn't easy to understand	29.07%	159
▪ Error on page	6.03%	33
▪ Multimedia / technical problem	5.48%	30
▪ Other	46.62%	255
▪ Outdated information	6.03%	33
Total	100%	547

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

Answer Choices	Percentage	Responses
▪ Yes	79.83%	843
▪ No	20.17%	213
Total	100%	1,056

Will you recommend this website to a friend or colleague?

Answer Choices	Percentage	Responses
▪ Yes	73.20%	773
▪ No	26.80%	283
Total	100%	1,056

Which of the following best describes you?

Answer Choices	Percentage	Responses
▪ Business, organization, non-profit, contractor, or vendor	17.42%	184
▪ Disaster Survivor	6.63%	70
▪ Emergency Managers and Personnel	8.62%	91
▪ First Responder	9.00%	95
▪ Government Official or Employee	13.45%	142
▪ Home (Property) Owner	23.01%	243
▪ Insurance Agent	1.80%	19
▪ Job Seeker	2.65%	28
▪ Media	0.38%	4
▪ Other	5.97%	63
▪ Student or Educator	11.08%	117
Total	100%	1056

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

Answer Choices	Percentage	Responses
▪ Encountered no difficulties	44.03%	465
▪ Navigated to general area but couldn't find the specific content needed	19.89%	210
▪ Links did not take me where I expected	8.24%	87
▪ Had technical difficulties (e.g. error messages, broken links)	7.39%	78
▪ Would often feel lost, not know where I was	5.97%	63
▪ Other	5.97%	63
▪ Too many links or navigational choices	3.69%	39
▪ Links/labels are difficult to understand, they are not intuitive	4.83%	51
Total	100%	1056

How was your experience using our site search?

Answer Choices	Points	Responses
▪ Did not use search bar today	35.13%	371
▪ Encountered no difficulties	23.48%	248
▪ Results were not helpful	14.49%	153
▪ Other	7.10%	75
▪ I was not sure what words to use in my search	5.78%	61
▪ Results were not relevant to my search terms or needs	5.78%	61
▪ Returned not enough or no results	4.36%	46
▪ Returned too many results	1.61%	17
▪ Results were too similar/redundant	2.27%	24
Total	100%	1056