

Ready.gov Customer Satisfaction Survey

Time Period: 12/1/2015 - 12/31/2015

How would you rate your overall experience today?

Answer Choices	Percentage	Responses
▪ Outstanding	30.00%	84
▪ Above Average	44.29%	124
▪ Average	18.93%	53
▪ Below Average	2.86%	8
▪ Poor	3.93%	11
Total	100%	280

What Information were you looking for today?

Answer Choices	Percentage	Responses
▪ Contact information	1.79%	5
▪ Disaster assistance: applying, checking my status, or learning more about assistance	6.07%	17
▪ Disaster declarations	0.71%	2
▪ Disasters (specifically, types of disasters)	6.43%	18
▪ Email, RSS feeds, or subscription services	0.36%	1
▪ Employment or contracting opportunities	0.36%	1
▪ Exercises	1.79%	5
▪ Flood insurance	0.00%	0
▪ Flood maps	1.07%	3
▪ Forms or publications	2.50%	7
▪ Grants	0.36%	1
▪ Information about FEMA	0.36%	1
▪ News	0.36%	1
▪ Other	8.57%	24
▪ Photographs	0.36%	1
▪ Preparing for a disaster	60.00%	168
▪ Recovering from a disaster	1.43%	4
▪ Training	6.79%	19
▪ Video	0.71%	2
Total	100%	280

Were you able to complete the purpose of your visit?

Answer Choices	Percentage	Responses
▪ Yes	85.00%	238
▪ No	15.00%	42
Total	100%	280

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

Answer Choices	Percentage	Responses
▪ Bad link	10.42%	5
▪ Content wasn't easy to understand	16.67%	8
▪ Error on page	12.50%	6
▪ Multimedia / technical problem	6.25%	3
▪ Other	50.00%	24
▪ Outdated information	4.17%	2
Total	100%	48

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

Answer Choices	Percentage	Responses
▪ Yes	91.79%	257
▪ No	8.21%	23
Total	100%	280

Will you recommend this website to a friend or colleague?

Answer Choices	Percentage	Responses
▪ Yes	85.71%	240
▪ No	14.29%	40
Total	100%	280

Which of the following best describes you?

Answer Choices	Percentage	Responses
▪ Business, organization, non-profit, contractor, or vendor	9.64%	27
▪ Disaster Survivor	3.57%	10
▪ Emergency Managers and Personnel	9.29%	26
▪ First Responder	3.93%	11
▪ Government Official or Employee	12.86%	36
▪ Home (Property) Owner	28.57%	80
▪ Insurance Agent	0.71%	2
▪ Job Seeker	0.71%	2
▪ Media	0.36%	1
▪ Other	11.07%	31
▪ Student or Educator	19.29%	54
Total	100%	280

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

Answer Choices	Percentage	Responses
▪ Encountered no difficulties	77.50%	217
▪ Had technical difficulties (e.g. error messages, broken links)	3.57%	10
▪ Links did not take me where I expected	4.29%	12
▪ Links/labels are difficult to understand, they are not intuitive	1.43%	4
▪ Navigated to general area but couldn't find the specific content needed	6.79%	19
▪ Too many links or navigational choices	1.43%	4
▪ Would often feel lost, not know where I was	1.79%	5
▪ Other	3.21%	9
Total	100%	280

How was your experience using our site search?

Answer Choices	Percentages	Responses
▪ Did not use search bar today	52.14%	146
▪ Encountered no difficulties	30.71%	86
▪ I was not sure what words to use in my search	2.86%	8
▪ Results were not helpful	4.64%	13
▪ Results were not relevant to my search terms or needs	0.71%	2
▪ Results were too similar/redundant	2.14%	6
▪ Returned not enough or no results	0.71%	2
▪ Returned too many results	0.00%	0
▪ Other	6.07%	17
Total	100%	280