

Ready.gov Customer Satisfaction Survey

Time Period: 1/1/2016 - 1/31/2016

How would you rate your overall experience today?

Answer Choices	Percentage	Responses
▪ Outstanding	28.95%	99
▪ Above Average	37.72%	129
▪ Average	23.98%	82
▪ Below Average	4.97%	17
▪ Poor	4.39%	15
Total	100%	342

What Information were you looking for today?

Answer Choices	Percentage	Responses
▪ Contact information	2.34%	8
▪ Disaster assistance: applying, checking my status, or learning more about assistance	4.39%	15
▪ Disaster declarations	0.29%	1
▪ Disasters (specifically, types of disasters)	8.77%	30
▪ Email, RSS feeds, or subscription services	0.00%	0
▪ Employment or contracting opportunities	0.58%	2
▪ Exercises	0.00%	0
▪ Flood insurance	0.29%	1
▪ Flood maps	0.58%	2
▪ Forms or publications	1.17%	4
▪ Grants	0.58%	2
▪ Information about FEMA	1.46%	5
▪ News	1.17%	4
▪ Other	13.45%	46
▪ Photographs	0.29%	1
▪ Preparing for a disaster	53.80%	184
▪ Recovering from a disaster	2.05%	7
▪ Training	7.89%	27
▪ Video	0.88%	3
Total	100%	342

Were you able to complete the purpose of your visit?

Answer Choices	Percentage	Responses
▪ Yes	78.95%	270
▪ No	21.05%	72
Total	100%	342

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

Answer Choices	Percentage	Responses
▪ Bad link	8.54%	7
▪ Content wasn't easy to understand	20.73%	17
▪ Error on page	3.66%	3
▪ Multimedia / technical problem	6.10%	5
▪ Other	54.88%	45
▪ Outdated information	6.10%	5
Total	100%	82

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

Answer Choices	Percentage	Responses
▪ Yes	89.47%	306
▪ No	10.53%	36
Total	100%	342

Will you recommend this website to a friend or colleague?

Answer Choices	Percentage	Responses
▪ Yes	84.21%	288
▪ No	15.79%	54
Total	100%	342

Which of the following best describes you?

Answer Choices	Percentage	Responses
▪ Business, organization, non-profit, contractor, or vendor	12.28%	42
▪ Disaster Survivor	3.80%	13
▪ Emergency Managers and Personnel	7.31%	25
▪ First Responder	4.09%	14
▪ Government Official or Employee	15.20%	52
▪ Home (Property) Owner	22.51%	77
▪ Insurance Agent	0.88%	3
▪ Job Seeker	0.58%	2
▪ Media	0.88%	3
▪ Other	11.70%	40
▪ Student or Educator	20.76%	71
Total	100%	342

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

Answer Choices	Percentage	Responses
▪ Encountered no difficulties	71.93%	246
▪ Had technical difficulties (e.g. error messages, broken links)	3.22%	11
▪ Links did not take me where I expected	2.63%	9
▪ Links/labels are difficult to understand, they are not intuitive	3.51%	12
▪ Navigated to general area but couldn't find the specific content needed	9.94%	34
▪ Too many links or navigational choices	2.63%	9
▪ Would often feel lost, not know where I was	1.46%	5
▪ Other	4.68%	16
Total	100%	342

How was your experience using our site search?

Answer Choices	Percentages	Responses
▪ Did not use search bar today	48.25%	165
▪ Encountered no difficulties	33.63%	115
▪ I was not sure what words to use in my search	2.63%	9
▪ Results were not helpful	2.92%	10
▪ Results were not relevant to my search terms or needs	3.22%	11
▪ Results were too similar/redundant	2.34%	8
▪ Returned not enough or no results	1.75%	6
▪ Returned too many results	0.58%	2
▪ Other	4.68%	16
Total	100%	342