

FEMA.gov Customer Satisfaction Survey

Time Period: 2/1/2016 - 2/29/2016

How would you rate your overall experience today?

Answer Choices	Percentage	Responses
▪ Outstanding	16.18%	279
▪ Above Average	30.85%	446
▪ Average	27.70%	420
▪ Below Average	12.34%	187
▪ Poor	12.14%	184
Total	99%	1516

What Information were you looking for today?

Answer Choices	Percentage	Responses
▪ Contact information	2.51%	38
▪ Disaster assistance: applying, checking my status, or learning more about assistance	3.96%	60
▪ Disaster declarations	4.82%	73
▪ Disasters (specifically, types of disasters)	2.24%	34
▪ Email, RSS feeds, or subscription services	0.40%	6
▪ Employment or contracting opportunities	1.19%	18
▪ Exercises	1.12%	17
▪ Flood insurance	3.69%	56
▪ Flood maps	37.80%	573
▪ Forms or publications	6.86%	104
▪ Grants	6.60%	100
▪ Information about FEMA	4.09%	62
▪ News	0.53%	8
▪ Other	9.04%	137
▪ Photographs	0.53%	8
▪ Preparing for a disaster	5.74%	87
▪ Recovering from a disaster	0.79%	12
▪ Training	7.85%	119
▪ Video	0.26%	4
Total	100%	1516

Were you able to complete the purpose of your visit?

Answer Choices	Percentage	Responses
▪ Yes	54.42%	825
▪ No	45.58%	691
Total	100%	1516

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

Answer Choices	Percentage	Responses
▪ Bad link	7.35%	53
▪ Content wasn't easy to understand	34.67%	250
▪ Error on page	4.99%	36
▪ Multimedia / technical problem	4.72%	34
▪ Other	40.22%	290
▪ Outdated information	8.04%	58
Total	100%	721

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

Answer Choices	Percentage	Responses
▪ Yes	79.55%	1,206
▪ No	20.45%	310
Total	100%	1,516

Will you recommend this website to a friend or colleague?

Answer Choices	Percentage	Responses
▪ Yes	75.00%	1,137
▪ No	25.00%	379
Total	100%	1,516

Which of the following best describes you?

Answer Choices	Percentage	Responses
▪ Business, organization, non-profit, contractor, or vendor	29.62%	449
▪ Disaster Survivor	2.84%	43
▪ Emergency Managers and Personnel	8.51%	129
▪ First Responder	5.87%	89
▪ Government Official or Employee	12.20%	185
▪ Home (Property) Owner	19.99%	303
▪ Insurance Agent	3.50%	53
▪ Job Seeker	0.66%	10
▪ Media	0.59%	9
▪ Other	7.85%	119
▪ Student or Educator	8.38%	127
Total	100%	1516

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

Answer Choices	Percentage	Responses
▪ Encountered no difficulties	46.77%	709
▪ Navigated to general area but couldn't find the specific content needed	19.13%	290
▪ Links did not take me where I expected	7.39%	112
▪ Had technical difficulties (e.g. error messages, broken links)	4.95%	75
▪ Would often feel lost, not know where I was	5.94%	90
▪ Other	5.61%	85
▪ Too many links or navigational choices	3.23%	49
▪ Links/labels are difficult to understand, they are not intuitive	6.99%	106
Total	100%	1516

How was your experience using our site search?

Answer Choices	Points	Responses
▪ Did not use search bar today	30.87%	468
▪ Encountered no difficulties	30.34%	460
▪ Results were not helpful	13.46%	204
▪ Other	6.40%	97
▪ I was not sure what words to use in my search	4.49%	68
▪ Results were not relevant to my search terms or needs	6.07%	92
▪ Returned not enough or no results	5.34%	81
▪ Returned too many results	1.12%	17
▪ Results were too similar/redundant	1.91%	29
Total	100%	1516