

Ready.gov Customer Satisfaction Survey

Time Period: 3/1/2016 - 3/31/2016

How would you rate your overall experience today?

Answer Choices	Percentage	Responses
▪ Outstanding	25.54%	59
▪ Above Average	46.75%	108
▪ Average	21.65%	50
▪ Below Average	3.90%	9
▪ Poor	2.16%	5
Total	100%	231

What Information were you looking for today?

Answer Choices	Percentage	Responses
▪ Contact information	0.87%	2
▪ Disaster assistance: applying, checking my status, or learning more about assistance	3.46%	8
▪ Disaster declarations	1.73%	4
▪ Disasters (specifically, types of disasters)	10.82%	25
▪ Email, RSS feeds, or subscription services	1.30%	3
▪ Employment or contracting opportunities	0.00%	0
▪ Exercises	0.43%	1
▪ Flood insurance	0.43%	1
▪ Flood maps	0.00%	0
▪ Forms or publications	1.30%	3
▪ Grants	0.00%	0
▪ Information about FEMA	2.16%	5
▪ News	0.43%	1
▪ Other	8.66%	20
▪ Photographs	0.43%	1
▪ Preparing for a disaster	60.61%	140
▪ Recovering from a disaster	0.87%	2
▪ Training	6.06%	14
▪ Video	0.43%	1
Total	100%	231

Were you able to complete the purpose of your visit?

Answer Choices	Percentage	Responses
▪ Yes	79.65%	184
▪ No	20.35%	47
Total	100%	231

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

Answer Choices	Percentage	Responses
▪ Bad link	7.55%	4
▪ Content wasn't easy to understand	22.64%	12
▪ Error on page	3.77%	2
▪ Multimedia / technical problem	5.66%	3
▪ Other	52.83%	28
▪ Outdated information	7.55%	4
Total	100%	53

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

Answer Choices	Percentage	Responses
▪ Yes	89.18%	206
▪ No	10.82%	25
Total	100%	231

Will you recommend this website to a friend or colleague?

Answer Choices	Percentage	Responses
▪ Yes	85.28%	197
▪ No	14.72%	34
Total	100%	231

Which of the following best describes you?

Answer Choices	Percentage	Responses
▪ Business, organization, non-profit, contractor, or vendor	17.32%	40
▪ Disaster Survivor	3.90%	9
▪ Emergency Managers and Personnel	4.76%	11
▪ First Responder	2.60%	6
▪ Government Official or Employee	10.82%	25
▪ Home (Property) Owner	21.65%	50
▪ Insurance Agent	0.43%	1
▪ Job Seeker	1.73%	4
▪ Media	0.87%	2
▪ Other	9.96%	23
▪ Student or Educator	25.97%	60
Total	100%	231

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

Answer Choices	Percentage	Responses
▪ Encountered no difficulties	67.53%	156
▪ Had technical difficulties (e.g. error messages, broken links)	2.60%	6
▪ Links did not take me where I expected	6.93%	16
▪ Links/labels are difficult to understand, they are not intuitive	1.73%	4
▪ Navigated to general area but couldn't find the specific content needed	12.99%	30
▪ Too many links or navigational choices	3.03%	7
▪ Would often feel lost, not know where I was	2.60%	6
▪ Other	2.60%	6
Total	100%	231

How was your experience using our site search?

Answer Choices	Percentages	Responses
▪ Did not use search bar today	50.22%	116
▪ Encountered no difficulties	33.77%	78
▪ I was not sure what words to use in my search	4.33%	10
▪ Results were not helpful	3.03%	7
▪ Results were not relevant to my search terms or needs	2.16%	5
▪ Results were too similar/redundant	1.73%	4
▪ Returned not enough or no results	1.73%	4
▪ Returned too many results	0.87%	2
▪ Other	2.16%	5
Total	100%	231