

Ready.gov Customer Satisfaction Survey

Time Period: 08/1/2015 - 08/31/2015

How would you rate your overall experience today?

Answer Choices	Percentage	Responses
▪ Outstanding	21.67%	70
▪ Above Average	42.72%	138
▪ Average	24.46%	79
▪ Below Average	8.36%	27
▪ Poor	2.79%	9
Total	100%	323

What Information were you looking for today?

Answer Choices	Percentage	Responses
▪ Contact information	4.02%	13
▪ Disaster assistance: applying, checking my status, or learning more about assistance	4.02%	13
▪ Disaster declarations	0.31%	1
▪ Disasters (specifically, types of disasters)	4.95%	16
▪ Email, RSS feeds, or subscription services	0.31%	1
▪ Employment or contracting opportunities	0.00%	0
▪ Exercises	0.93%	3
▪ Flood insurance	0.00%	0
▪ Flood maps	0.31%	1
▪ Forms or publications	3.41%	11
▪ Grants	0.62%	2
▪ Information about FEMA	0.62%	2
▪ News	0.93%	3
▪ Other	10.53%	34
▪ Photographs	0.93%	3
▪ Preparing for a disaster	57.59%	186
▪ Recovering from a disaster	1.55%	5
▪ Training	8.05%	26
▪ Video	0.93%	3
Total	100%	323

Were you able to complete the purpose of your visit?

Answer Choices	Percentage	Responses
▪ Yes	75.85%	245
▪ No	24.15%	78
Total	100%	323

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

Answer Choices	Percentage	Responses
▪ Bad link	16.67%	14
▪ Content wasn't easy to understand	20.24%	17
▪ Error on page	2.38%	2
▪ Multimedia / technical problem	1.19%	1
▪ Other	54.76%	46
▪ Outdated information	4.76%	4
Total	100%	84

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

Answer Choices	Percentage	Responses
▪ Yes	87.62%	283
▪ No	12.38%	40
Total	100%	323

Will you recommend this website to a friend or colleague?

Answer Choices	Percentage	Responses
▪ Yes	87.00%	281
▪ No	13.00%	42
Total	100%	323

Which of the following best describes you?

Answer Choices	Percentage	Responses
▪ Business, organization, non-profit, contractor, or vendor	17.34%	56
▪ Disaster Survivor	2.17%	7
▪ Emergency Managers and Personnel	15.79%	51
▪ First Responder	4.33%	14
▪ Government Official or Employee	12.38%	40
▪ Home (Property) Owner	27.24%	88
▪ Insurance Agent	1.24%	4
▪ Job Seeker	0.93%	3
▪ Media	0.31%	1
▪ Other	9.60%	31
▪ Student or Educator	8.67%	28
Total	100%	323

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

Answer Choices	Percentage	Responses
▪ Encountered no difficulties	64.40%	208
▪ Had technical difficulties (e.g. error messages, broken links)	5.26%	17
▪ Links did not take me where I expected	7.74%	25
▪ Links/labels are difficult to understand, they are not intuitive	3.72%	12
▪ Navigated to general area but couldn't find the specific content needed	8.05%	26
▪ Too many links or navigational choices	4.02%	13
▪ Would often feel lost, not know where I was	3.10%	10
▪ Other	3.72%	12
Total	100%	323

How was your experience using our site search?

Answer Choices	Percentages	Responses
▪ Did not use search bar today	50.77%	164
▪ Encountered no difficulties	31.58%	102
▪ I was not sure what words to use in my search	2.79%	9
▪ Results were not helpful	4.33%	14
▪ Results were not relevant to my search terms or needs	3.41%	11
▪ Results were too similar/redundant	0.93%	3
▪ Returned not enough or no results	2.48%	8
▪ Returned too many results	0.62%	2
▪ Other	3.10%	10
Total	100%	323