

FINAL
FEMA – Building Science Branch
Printed Publications
2012 Customer Satisfaction Questionnaire

May I speak with (NAME FROM SAMPLE)?

Hello, I'm (NAME) calling from (VENDOR). We are conducting research with citizens who recently ordered FEMA Building Science Branch publications from the FEMA warehouse. The purpose of the research is to assess satisfaction with these publications. Your name will be confidential, and I will ask you only about publications that you have recently ordered and used. Your participation is voluntary. This interview will take approximately 10-12 minutes and is authorized by Office of Management and Budget Control No. 1090-0007.

(If respondent is on the phone, enter "1" without reading QA and continue. If not, reread intro if necessary. If respondent indicates you cannot speak to the person, code as Refused)

QA. May I speak to the person who recently ordered Building Science Branch publications from the FEMA warehouse?

- 1 Yes, person available
- 2 Yes, but not available now (Schedule callback)
- 3 No, you cannot speak to the person
- 4 Did not order FEMA Building Science Branch publications from the FEMA warehouse
- DK
- REF

[IF QA=3 OR 4 OR DK OR REF, GO TO TERMINATE SCREEN; OTHERWISE GO TO INTRO BEFORE Q1]

PROG. NOTE: TERMINATE SCREEN

Those are all of the questions I have for you. Thank you for your time.

Q1. Was your most recent publication order by phone, fax or email?

- 1. Phone
- 2. Fax
- 3. Email
- DK
- REF

Q2. Think about the ordering process and rate each of the following on a 10-point scale where "1" means "poor" and "10" means "excellent"?

[ROTATE]

- a. Information available about the publication
- b. Timeliness of getting your order
- c. Order being filled correctly

[RECORD NUMBER 1-10, NA OR REF FOR EACH]

Q3. [IF Q2a, b, or c < 6, Ask this follow up question for each] Why did you give this rating for (INSERT ATTRIBUTE FROM Q2)?

[CAPTURE VERBATION FOR EACH AS APPROPRIATE]

Q4. Was your order denied?

1. Yes
2. No [SKIP TO Q6]
- DK [SKIP TO Q6]
- REF [SKIP TO Q6]

Q5. What was the reason(s) given for your order being denied? [INDICATE ALL THAT APPLY; DO NOT READ LIST; PROMPT ONLY IF DIFFICULTY IN RESPONDING]

1. Too many copies requested
 2. BS publication's manager disapproved
 3. Publication retired or superseded by new publication
 4. Publication is currently out of stock/took a backorder
 5. Other [SPECIFY]
- DK
REF

Q6. Are you aware that the FEMA Building Science Branch operates a Helpline with questions about their publications content?

1. Yes
2. No [SKIP TO Q8]
- DK [SKIP TO Q8]
- REF [SKIP TO Q8]

Q7. Did you call or email the FEMA Building Science Branch Helpline with questions about their publications content?

1. Yes
2. No [SKIP TO Q9]
- DK [SKIP TO Q9]
- REF [SKIP TO Q9]

Q8. Now, think about your experience when you called or emailed the *Helpline* and rate each of the following on a 10-point scale where "1" means "poor" and "10" means "excellent."

[ROTATE]

- a. Answering your call/email promptly
- b. Professionalism of the representative handling the call or email response
- c. Providing you the information that you needed

[RECORD NUMBER 1-10, NA OR REF FOR EACH]

Q9. Have you had any problem or issue (e.g., printing quality, contents, format) with a FEMA Building Science publication?

1. Yes

- 2. No [SKIP TO Q11]
- DK [SKIP TO Q11]
- REF [SKIP TO Q11]

Q10. Did you contact the FEMA Building Science Branch regarding the problem or issue with one of their publications?

- 1 Yes
- 2 No [SKIP TO INTRO before Q11]
- DK
- REF

Q10A. How well, or poorly, was this contact handled on a 10-point scale on which "1" means "handled very poorly" and "10" means "handled very well"?

- [RECORD NUMBER 1-10]
- DK
- REF

Next, I am going to ask you some questions about your use of and satisfaction with the FEMA Building Science publications that you ordered.

Q11. Which of the following natural hazards are most relevant or of most interest to you? [READ LIST; ALLOW ALL]

- 1. Wind
- 2. Floods
- 3. Earthquakes
- 4. Wildfires
- 5. Other [SPECIFY]
- DK
- REF

Q12. Did you order the publication primarily as a . . . [READ LIST; ALLOW ONE]

- 1. Private Citizen or Student
- 2. Federal Agency Employee
- 3. State or Local Official
- 4. Professional or Industry Organization Affiliate
- 5. Building Code/Standards Organization Affiliate
- 6. Design/Builder Professional
- 7. Non-Profit Organization Affiliate
- 8. Research and education institute
- 9. Other [SPECIFY]
- DK
- REF

Q13. What kind of publication(s) did you order? [READ LIST; ALLOW ALL]

1. Publications Catalogue
2. Brochure, Flier, Fact Sheet or Informational Publication
3. Design Guide
4. Technical/Event Report
5. Technical Bulletin
6. Mitigation Specific Publication

DK

REF

Q14. [ASK IF Q13=1 OR 2; OTHERWISE SKIP TO Q20] Now, think about the catalogue, brochure, flier, fact sheet or informational publication that you ordered. Rate it on each of the following using a 10-point scale where "1" means "poor" and "10" means "excellent."

[ROTATE]

- a. Being current and up to date
- b. Being clear and easy to read
- c. Providing credible information/data
- d. Being comprehensive and complete
- e. Providing specific information for your needs

[RECORD NUMBER 1-10, NA OR REF FOR EACH]

Q15. How did you learn about this publication? [READ LIST; ALLOW ONE]

1. Professional society
2. Internet
3. Another publication
4. Colleague
5. Conference
6. Community Activities
7. Technical Journal
8. Government document/regulation
9. Other [SPECIFY]

DK

REF

Q15A. What is the best way to inform you about new FEMA Building Science publications like this? [READ LIST; ALLOW ONE]

1. Announcement through an email subscription service such as GovDelivery
2. FEMA Newsletter
3. National Earthquake Hazards Reduction Program (NEHRP) website
4. Google books
5. Conference
6. Other [SPECIFY]

DK

REF

Q16. Did you use other publications on the same subject in addition to this FEMA Building Science Branch publication?

1. Yes
 2. No [SKIP TO Q17]
- DK [SKIP TO Q17]
REF [SKIP TO Q17]

Q16A. How would you rate the FEMA Building Science Branch publication compared to the other publications on a scale where “1” means “far worse” and “10” means “far better.”

[RECORD NUMBER 1-10]
DK
REF

Q17. Which of the following best describes the intended use of the publication? [ALLOW ONE]

1. Personal/individual use
 2. Training or other educational purpose
 3. Distribution within your agency
 4. Other [SPECIFY]
- DK
REF

Q18. How valuable is the publication for your intended use? Use a 10-point scale where “1” means “not at all valuable” and a “10” means “very valuable.”

[RECORD NUMBER 1-10]
DK
REF

Q19. Do you have any suggestions about how the publication can be improved (e.g. format, additional topics, additional data, etc.)? Be specific if possible. [RECORD VERBATIM]

Q20. [ASK IF Q13=3, 4, 5, OR 6; OTHERWISE SKIP TO INTRO BEFORE Q26] Next, think about the design guide, technical/event report, technical bulletin, or mitigation specific publication that you ordered. Rate it on each of the following using a 10-point scale where “1” means “poor” and “10” means “excellent?”

[ROTATE]

- a. Being current and up to date
- b. Being clear and easy to read
- c. Providing credible information/data
- d. Providing sound engineering practice/methods
- e. Providing hazard mitigation solutions (if applicable)
- f. Being comprehensive and complete
- g. Providing specific information for your needs

[RECORD NUMBER 1-10, NA OR REF FOR EACH]

Q21. Did you use other publications on the same subject in addition to this FEMA Building Science Branch publication?

1. Yes
2. No [SKIP TO Q22]
- DK [SKIP TO Q22]
- REF [SKIP TO Q22]

Q21A. How would you rate the FEMA Building Science Branch publication compared to the other publications on a scale where "1" means "far worse" and "10" means "far better."

[RECORD NUMBER 1-10]
DK
REF

Q22. How did you learn about this publication? [READ LIST; ALLOW ONE]

1. Professional society
2. Internet
3. Another publication
4. Colleague
5. Conference
6. Community Activities
7. Technical Journal
8. Government document/regulation
9. Other [SPECIFY]
- DK
- REF

Q22A. What is the best way to inform you about new FEMA Building Science publications like this? [READ LIST; ALLOW ONE]

1. Announcement through an email subscription service such as GovDelivery
2. FEMA Newsletter
3. National Earthquake Hazards Reduction Program (NEHRP) website
4. Google books
5. Conference
6. Other [SPECIFY]
- DK
- REF

Q23. Which of the following best describes the intended use of the publication? [ALLOW ONE]

1. Personal/individual use
2. Training or other educational purpose
3. Distribution within your agency
4. Other [SPECIFY]
- DK
- REF

Q24. How valuable is the publication for your intended use? Use a 10-point scale where "1" means "not at all valuable" and a "10" means "very valuable."

[RECORD NUMBER 1-10]

DK

REF

Q25. Do you have any suggestions about how the publication can be improved (e.g. format, additional topics, additional data, etc.)? Be specific if possible. [RECORD VERBATIM]

Satisfaction includes many things. Let's move on and talk about your overall satisfaction with FEMA Building Science Branch publications...

Q26. First, please consider any experiences using FEMA Building Science Branch publications over the past 2 years. Using a 10-point scale where "1" means "very dissatisfied" and 10 means "very satisfied," how **satisfied** are you with the FEMA Building Science Branch disaster resource publications as of today?

[RECORD NUMBER 1-10]

DK

REF

Q27. Considering all of your expectations, to what extent have FEMA Building Science Branch disaster resource publications fallen short of your expectations or exceeded your expectations? Use a 10-point scale where "1" now means "fallen short of your expectations" and "10" means "exceeded your expectations."

[RECORD NUMBER 1-10]

DK

REF

Q28. Next, put aside for a moment your thoughts about the FEMA Building Science Branch disaster resource publications. I want you to imagine an ideal disaster resource publication. (PAUSE) How well do you think the FEMA Building Science Branch disaster resource publications compare to the ideal? Please use a 10-point scale on which "1" means "not very close to the ideal," and "10" means "very close to the ideal."

[RECORD NUMBER 1-10]

DK

REF

We're just about done. I have just a few final questions.

Q29. How likely is it that you will order additional FEMA Building Science Branch publications in the future? Use a 10-point scale where "1" means "very unlikely" and "10" means "very likely."

[RECORD NUMBER 1-10]

DK

REF

Q30. What is your preferred format for FEMA Building Sciences publications? [READ LIST; ALLOW ONE]

- 1 Paper copy ordered online or from the FEMA publications warehouse
 - 2 E-document downloaded online
 - 3 E-document on CD
- DK
REF

Q30A. Why do you prefer this format? [RECORD VERBATIM]

Q31. On a 10-point scale where "1" means "not at all willing" and "10" means "very willing," how willing would you be to say positive things about FEMA Building Science Branch publications if asked?

[RECORD NUMBER 1-10]
DK
REF

Q32. On a 10-point scale where "1" means "not at all likely" and "10" means "very likely," how likely is it that you will take specific action based on information in the publications that you ordered?

[RECORD NUMBER 1-10]
DK
REF

Q32A. What kinds of specific actions did you take? [READ LIST; ALLOW ALL]

1. Used to train others
 2. Mitigation actions
 3. Design/engineering inputs
 4. Legal compliance
 5. Planning
 6. Community outreach
 7. Other (Specify)
- DK
REF

Q33. Are you aware that FEMA Building Science Branch offers training for some publications?

1. Yes
 2. No [SKIP TO Q34]
- DK
REF

Q33A. Did you attend training for the FEMA Building Science Branch Publication(s) that you ordered?

1. Yes
 2. No [SKIP TO Q34]
- DK
REF

Q33B. On a 10-point scale where "1" means "poor" and "10" means "excellent," how effective was the training in enabling you to take action?

[RECORD NUMBER 1-10]

DK

REF

Q34. That concludes our survey. Are there any other comments that you would like to provide the FEMA Building Science Branch about the publication(s) that you ordered or anything else?

[RECORD VERBATIM]

Thank you for taking the time to complete the survey. The FEMA Building Science Branch appreciates your input and will use your feedback to better serve its customers. Have a good day/evening.