Appendix B: Web Customer Satisfaction Survey

HUD.GOV Website Assessment Survey

Welcome,  
This survey is part of a HUD.GOV web site usability assessment project. Information collected during this survey will be used to improve the organization and content of a new HUD.GOV web site. Your answers will be confidential. Survey results will be aggregated to provide summary results and indications of areas needing improvement. As a follow up to this survey, some selected users will be asked to volunteer for more in-depth task usability analysis. Your cooperation is appreciated. Thanks in Advance for your participation.

OMB approval #

### General Questions

1. Please rate the layout of this site.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Poor |  |  |  | Excellent |  | No Opinion |
| 1 | 2 | 3 | 4 | 5 |  |  |
| 0 | 0 | 0 | 0 | 0 |  | 0 |

2. Please rate the ease of reading this site.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Extremely difficult |  |  |  | Very Easy |  | No Opinion |
| 1 | 2 | 3 | 4 | 5 |  |  |
| 0 | 0 | 0 | 0 | 0 |  | 0 |

3. Please rate how well the information is organized.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Poorly |  |  |  | Extremely well |  | No Opinion |
| 1 | 2 | 3 | 4 | 5 |  |  |
| 0 | 0 | 0 | 0 | 0 |  | 0 |

4. Please rate your ability to find the information you want on this site.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Extremely difficult |  |  |  | Very easy |  | No Opinion |
| 1 | 2 | 3 | 4 | 5 |  |  |
| 0 | 0 | 0 | 0 | 0 |  | 0 |

5. Please rate the speed of loading the page on this site.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Extremely slow |  |  |  | Very quickly |  | No Opinion |
| 1 | 2 | 3 | 4 | 5 |  |  |
| 0 | 0 | 0 | 0 | 0 |  | 0 |

6. What is your overall satisfaction with this site?

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Not at all satisfied |  |  |  | Extremely satisfied |  | No Opinion |
| 1 | 2 | 3 | 4 | 5 |  |  |
| 0 | 0 | 0 | 0 | 0 |  | 0 |

7. How well does this site meet your expectations?

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Not at all |  |  |  | Very well |  | No Opinion |
| 1 | 2 | 3 | 4 | 5 |  |  |
| 0 | 0 | 0 | 0 | 0 |  | 0 |

8. How likely are you to return to this site?

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Not likely |  |  |  | Extremely likely |  | No Opinion |
| 1 | 2 | 3 | 4 | 5 |  |  |
| 0 | 0 | 0 | 0 | 0 |  | 0 |

9. How likely are you to recommend this site to someone else?

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Not likely |  |  |  | Extremely likely |  | No Opinion |
| 1 | 2 | 3 | 4 | 5 |  |  |
| 0 | 0 | 0 | 0 | 0 |  | 0 |

10. What specific information were you looking for? (Note: This will be a free-text area)

11. Did you find the specific information that you were looking for?

\_\_\_\_\_ Yes

\_\_\_\_\_ No

\_\_\_\_\_ Don’t Know

12. Please rate the ease of navigation on this site.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Extremely Difficult |  |  |  | Very easy |  | No Opinion |
| 1 | 2 | 3 | 4 | 5 |  |  |
| 0 | 0 | 0 | 0 | 0 |  | 0 |

13. Please rate the accuracy of information on this site.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Extremely inaccurate |  |  |  | Very accurate |  | No Opinion |
| 1 | 2 | 3 | 4 | 5 |  |  |
| 0 | 0 | 0 | 0 | 0 |  | 0 |

14. Please rate the quality of information on this site.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Poor |  |  |  | Excellent |  | No Opinion |
| 1 | 2 | 3 | 4 | 5 |  |  |
| 0 | 0 | 0 | 0 | 0 |  | 0 |

15. Please rate the usefulness of the information provided on this site.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Not at all useful |  |  |  | Very useful |  | No Opinion |
| 1 | 2 | 3 | 4 | 5 |  |  |
| 0 | 0 | 0 | 0 | 0 |  | 0 |

16. Please rate your ability to accomplish what you wanted to on this site.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Not able to |  |  |  | Was able to with ease |  | No Opinion |
| 1 | 2 | 3 | 4 | 5 |  |  |
| 0 | 0 | 0 | 0 | 0 |  | 0 |

17. Was the number of steps to get where you want acceptable?

\_\_\_\_\_ Yes

\_\_\_\_\_ No

\_\_\_\_\_ Don’t Know

18. Please rate the ease of finding the information you want on this site.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Extremely difficult |  |  |  | Very easy |  | No Opinion |
| 1 | 2 | 3 | 4 | 5 |  |  |
| 0 | 0 | 0 | 0 | 0 |  | 0 |

19. What can we do to improve HUD.gov? (Note: This will be a free text area)

20. I would be willing to participate in a user Task Scenario to assess the usability of this web site. The user task scenario is estimated to take 15 -30 minutes. Participants will be asked to complete 1 to 3 tasks related to a specific user group such as prospective homebuyer, a current homeowner, or an agency seeking a grant.

If you would like to participate, please provide your: 1) name; 2) e-mail address and 3) phone number.

Appendix C: Web Customer Satisfaction Survey

Demographic Survey Questions

1. Highest Education Level
   1. Some High School
   2. High school degree
   3. Trade or Vocational certificate
   4. Some college (community or higher)
   5. College degree (associate level)
   6. College degree (bachelor level)
   7. Some graduate school
   8. Graduate Degree (Master or Higher)
   9. Professional Degree (e.g. law, medicine, business, finance, engineering, pharmacy, public health)
2. Age
   1. Under 18,
   2. 18-25
   3. 26-35
   4. 36-45
   5. 46-55
   6. 56-62
   7. 63-65
   8. 66-75
   9. 76-85
   10. Over 85
3. Gender
   1. M
   2. F
4. Ethnicity ( select one only):

Are you of Hispanic or Latino origin?

* 1. Yes
  2. No

1. Race (select one or more)
   1. American Indian or Alaska Native
   2. Asian
   3. Black or African American
   4. Native Hawaiian or other Pacific Islander
   5. White
2. My Native Language is:
   1. English
   2. Arabic
   3. Chinese
   4. French
   5. German
   6. Polish
   7. Portuguese
   8. Russian
   9. Spanish
   10. Vietnamese
   11. Other (identify)
3. What is your employment status?
   1. Employed Full-Time
   2. Employed Part-Time
   3. Self Employed
   4. Not Employed but Looking for Work
   5. Not Employed not Looking for Work
   6. Retired
   7. Student
   8. Military
   9. Homemaker
   10. Prefer not to answer
4. Are you a U.S. Veteran?
   1. Yes
   2. No
5. Which of the following categories best describes your total household income, before taxes?
   1. Less than $12,000
   2. $12,001 - $20,0001
   3. $20,001 - $30,000
   4. $30,001 - $40,000
   5. $40,001 - $50,000
   6. $50,001 - $60,000
   7. $60,001 - $70,000
   8. $70,001 - $80,000
   9. $80,001 - $90,000
   10. $90,001 - $100,000
   11. More than $100,000
   12. Prefer not to answer
6. What State do you live in?
   1. All States will be listed
   2. Other (identify)
7. Please identify your HUD Customer Group (more than one answer may apply):
   1. Homebuyer
   2. Homeowner
   3. Landlord
   4. Military or Veteran
   5. Person with Disabilities (1 or more)
   6. Public Safety (e.g., Law enforcement, fire department, medical)
   7. American Indian
   8. Researcher
   9. Senior (over 62)
   10. Student
   11. Tenant
   12. Victim of Discrimination
   13. Youth (under 18)
   14. Other, please specify (in a textbox)
8. Please identify the Housing Industry group that applies (more than one answer may apply):
   1. Appraiser
   2. Housing Developer
   3. Housing Agency (e.g., Public Housing Agency)
   4. Housing Inspector
   5. Lender (e.g., a mortgage bank, credit union or other lending institution)
   6. Tribe (e.g., American Indian, Alaska Native)
   7. Real Estate or Broker Agent
   8. Not Applicable (not a member of the housing industry)
   9. Other, please specify (in a textbox)
9. Please identify your HUD Partner Group membership (select at least one response):
   1. Auditor
   2. Congress
   3. Elected Government Official (state or local)
   4. Faith-Based or Community Organization
   5. Fair Housing
   6. Hospital
   7. HUD Grantee (i.e, recipient or applicant for a HUD Grant)
   8. Investor
   9. Non-Profit Organization
   10. Small Business
   11. Not Applicable (not a member of any of these HUD Partner Groups)
   12. Other, please specify (in a textbox)