

FEMA – Building Science Branch Printed Publications 2014 Customer Satisfaction Questionnaire

Introduction / Screener

May I speak with **(NAME FROM SAMPLE)**?

Hello, I'm **(NAME)** calling from **(VENDOR)**. We are working with the Federal Emergency Management Agency – FEMA, and we are conducting research with citizens who recently ordered **<INSERT PUBLICATION INFO>** from the FEMA warehouse. The purpose of the research is to assess satisfaction with this publication and help FEMA better serve your needs as they relate to publications. Your participation is voluntary, and your responses will remain anonymous and reported only in aggregate. This interview will take approximately 8-10 minutes and is authorized by Office of Management and Budget Control No. 1090-0007 which expires on March 31, 2015.

(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 **<INSERT PUBLICATION INFO>** from the FEMA warehouse?

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

[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.

Introduction Questions

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

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

Q2. Did you learn about this publication directly from FEMA or from a third party?

1. Directly from FEMA
 2. From a third party
- DK
REF

Q2a. [ASK IF Q2= 1] How did you learn about this publication through FEMA?

1. FEMA website (fema.gov)
 2. FEMA social media (e.g., Facebook, Twitter)
 3. FEMA blog
 4. FEMA brochure
 5. FEMA representative
 6. Direct mail from FEMA
 7. FEMA conference/seminar
 8. Other **[Specify]**
- DK
REF

Q2b. [ASK IF Q2= 2] How did you learn about this publication through a third party besides FEMA?

1. Non FEMA website
 2. Non FEMA social media (e.g., Facebook, Twitter)
 3. Non FEMA blog
 4. Local Government
 5. Other Federal Government agency
 6. Word of mouth
 7. Conference/seminar
 8. Other **[Specify]**
- DK
REF

Ordering Process

Now, I am going to ask you a few specific questions about **<INSERT PUBLICATION INFORMATION>**.

Q3. Think about the ordering process associated with this publication 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]

Content

Q4. Next, think about the contents of this publication and rate it on each of the following, using a 10-point scale where “1” means “poor” and “10” means “excellent.”

[ROTATE]

- a. Providing credible information/data
- b. Helping me to understand the disaster related issues and risks
- c. Providing information suitable for my needs
- d. Providing techniques/recommendations that are appropriate and easy to implement and check
- e. Providing useful resources for the protection of at-risk communities and individuals
- f. Being comprehensive and complete
- g. Providing up-to-date information
- h. Appropriateness of the writing style

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

Q5. **[ASK IF Q4.H <= 6]** In what ways do you feel the contents or writing style of the publication is not appropriate? **[RECORD VERBATIM]**

Q6. What do you like most about the content of <INSERT PUBLICATION INFO>? **[RECORD VERBATIM]**

Q6a. What recommendations do you have to improve the content of <INSERT PUBLICATION INFO>? **[RECORD VERBATIM]**

Printing and Technical Quality

Q7. Think about the quality of the printing of this publication. Rate it on each of the following using a 10-point scale where “1” means “poor” and “10” means “excellent.”

[ROTATE]

- a. Ease of reading (i.e., format, font size and spacing of text)
- b. Clarity of graphics, pictures and tables
- c. Error free printing

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

Compared to other publications

Now, think about the subject(s) for which you ordered **<INSERT PUBLICATION INFO>**.

- Q8.** Did you use any non-FEMA publications to learn about the subject(s)?
1. Yes
 2. No [**SKIP TO Q11**]
- DK [**SKIP TO Q11**]
REF [**SKIP TO Q11**]
- Q9.** How would you rate **<INSERT PUBLICATION INFO>** compared to the other non-FEMA publication(s) you used on a scale where “1” means “far worse” and “10” means “far better.”
- [**RECORD NUMBER 1-10, NA OR REF**]
- Q10.** [**ASK IF Q9 <= 6**] In what ways do the other publications you used better meet your needs?
[**RECORD VERBATIM**]

Value

- Q11.** Which of the following best describes the intended use of **<INSERT PUBLICATION INFO>**?
[**ALLOW ONE**]
1. Personal/individual use
 2. Training or other educational purpose
 3. Distribution within your organization
 4. Community hazard awareness activity
 5. Promotion of hazard mitigation
 6. Other [**SPECIFY**]
- DK
REF
- Q12.** Thinking about the value of **<INSERT PUBLICATION INFO>**, and using a 10-point scale where “1” means “poor” and a “10” means “excellent”, how would you rate its overall value for your intended use?
- [**RECORD NUMBER 1-10, NA OR REF**]
- Q13.** When you provided that value rating for **<INSERT PUBLICATION INFO>**, how were you thinking about the concept of value – that is, how were you defining “value”? [**RECORD VERBATIM**]

Satisfaction with Publication

Keeping in mind all the things we've talked about (order process, technical contents, printing quality, and overall value), we would now like to gather feedback on your overall satisfaction with **<INSERT PUBLICATION INFO>**.

Q14. Using a 10-point scale where "1" means "very dissatisfied" and 10 means "very satisfied," please rate your overall satisfaction with **<INSERT PUBLICATION INFO>**?

[RECORD NUMBER 1-10]

DK

REF

Q15. Considering all of your expectations, to what extent has **<INSERT PUBLICATION INFO>** 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

Q16. Next, imagine an ideal disaster mitigation resource publication (assuming it is on the same subject as the FEMA publication we have been discussing). (PAUSE) How well do you think the **<INSERT PUBLICATION INFO>** compares to the ideal publication? 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

Q17. Was there a recent disaster that caused you to need **<INSERT PUBLICATION INFO>**?

1. Yes

2. No **[SKIP TO Q19]**

DK [SKIP TO Q19]

REF [SKIP TO Q19]

Q18. What disaster was it? **[RECORD VERBATIM]**

Q19. Why did you choose this particular publication? **[RECORD VERBATIM]**

Q20. What do you like best about this publication (e.g., format, topical content, data, etc.)? Please be as specific if possible. **[RECORD VERBATIM]**

Q21. Do you have any suggestions about how the publication can be improved (e.g. format, additional topics, additional data, etc.)? Please be as specific as possible. **[RECORD VERBATIM]**

Outcome Measures

Q22. On a 10-point scale where “1” means “very unlikely” and “10” means “very likely,” how likely are you to recommend <INSERT PUBLICATION INFO> to others?

[RECORD NUMBER 1-10]

DK

REF

Q23. Have you taken any specific actions based on the information included in <INSERT PUBLICATION INFO>?

1. Yes

2. No **[SKIP TO Q25]**

DK [SKIP TO Q25]

REF [SKIP TO Q25]

Q24. What kinds of specific actions did you take? **[READ LIST; ALLOW ALL; SKIP TO Q26 WHEN COMPLETED]**

1. Used to train others

2. Used for educational purposes

2. Mitigation actions

3. Design/engineering inputs

5. Planning/policy making

6. Community outreach/hazard resilience activities (e.g. hazard assessment or protection exercises)

7. Still considering actions in the future

8. Other **[SPECIFY]**

DK

REF

Q25. **[Skip if Q23=1]** 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 <INSERT PUBLICATION INFO>?

[RECORD NUMBER 1-10]

DK

REF

Q26. What do you consider to be the best time to reach out regarding the consideration of hazard mitigation or preparedness activities suggested in the publication?

1. For a major disaster event commemoration

2. During post disaster event recovery

3. For a local business event

4. For a local school event

5. Other **[SPECIFY]**

6. **DK**

7. **REF**

Q26a. What, if any, outreach/community activities have you shared <INSERT PUBLICATION INFO> with? **[RECORD VERBATIM]**

Q27. Use a 10-point scale where “1” means “very unlikely” and “10” means “very likely.” How likely is it that you will order additional FEMA Building Science Branch publications in the future?

[RECORD NUMBER 1-10]

DK

REF

Q27a. In the past year, have you looked for a FEMA resource on a specific topic, but were unable to find a relevant resource?

1. Yes

2. No **[SKIP TO Q28]**

DK [SKIP TO Q28]

REF [SKIP TO Q28]

Q27b. What was the topic for which you were unable to find a relevant FEMA resource? Please be as specific as possible. **[RECORD VERBATIM]**

Additional Questions

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

- Q28.** Did you find any related training, or training related materials, on **<INSERT PUBLICATION INFO>**, or this topic area?
1. Yes
 2. No **[SKIP TO 30]**
 3. Did not look for related training materials **[SKIP TO 30]**
- DK **[SKIP TO 30]**
REF **[SKIP TO 30]**
- Q29.** Did the related training/materials you used meet your needs?
1. Yes
 2. No
 3. Found something, but did not use it
- DK
REF
- Q30.** Are you aware of the FEMA online library, and if so, have you downloaded any FEMA e-documents from the FEMA online library?
1. Aware, but have not downloaded
 2. Aware and have downloaded
 3. No aware
- DK
REF
- Q31.** What is your preferred format for FEMA 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
 4. Other **[SPECIFY]**
- DK
REF
- Q32.** Did you order **<INSERT PUBLICATION INFO>** 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

Q33. What is the last level of education you completed? **[READ LIST; ALLOW ONE]**

1. Less than high school graduate
 2. High school graduate
 3. Some college
 4. Associate degree **[SPECIFY DEGREE]**
 5. College graduate **[SPECIFY DEGREE]**
 6. Post graduate work or degree **[SPECIFY DEGREE]**
- DK
REF

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

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