

FEMA – Building Science Branch

Printed Publications

2015 Customer Satisfaction Questionnaire

Draft 3-10-2015

Internal Notes:

- This survey will be conducted through a website, the opening of the survey will be announced via email to GovDelivery frequenters
- Question numbers will not be transparent to respondents
- Programming notes will not be transparent to respondents
- ****Include progress bar to programmed survey****

Survey Introduction

This survey is to research with citizens who have used FEMA Building Science Branch new publications or products within the last year. The purpose of the survey is to assess your experience and satisfaction with using these and help FEMA better serve your needs in the future through their publications and products. Your participation is voluntary, and your responses will remain anonymous and will be reported only in aggregate. This survey will take approximately 10 minutes and is authorized by Office of Management and Budget Control No. 1090-0007 which expires on March 31, 2015.

Introduction Questions

SC1. Within the last 18 months, have you used a new FEMA publication or product issued by the Building Science Branch?

1. Yes
2. No (**terminate**)

SC1a. Please select from the following list the most recent publication you used.

[List to include new publications from 2013-2014].

[If None of the above, terminate)

- **FEMA 306/307/308 CD:** Evaluation of Earthquake Damaged Concrete and Masonry Walls, May 1999, printed May 2014
- **FEMA E-74 CD:** Reducing the Risks of Nonstructural Earthquake Damage: A Practical Guide, Fourth Edition, December 2012, printed August 2014
- **FEMA L-233:** Taking Shelter from the Storm: Building a Safe Room for Your Home or Small Business (brochure), December 2014
- **FEMA P-58-1/P-58-2/P-58 CD:** Seismic Performance Assessment of Buildings: Volumes 1 and 2, May 2013
- **FEMA P-154 CD:** ROVER Version 2, September 2014
- **FEMA P-232 CD:** Homebuilders Guide to Earthquake Resistant Design and Construction, June 2006, printed May 2014
- **FEMA P-312/P-312 CD:** Homeowners Guide to Retrofitting, Third Edition, June 2014
- **FEMA P-320/P-320 CD:** Taking Shelter from the Storm: Building a Safe Room for Your Home or Small Business, FEMA P-320, December 2014
- **FEMA P-736B/P-736B CD:** Catalog of FEMA Earthquake Resources, January 2013

- **FEMA P-751 CD:** 2009 NEHRP Recommended Seismic Provisions: Design Examples, June 2013
- **FEMA P-752 CD:** 2009 NEHRP Recommended Seismic Provisions: Training Materials, June 2013
- **FEMA P-753 DVD:** NEHRP Recommended Seismic Provisions for New and Existing Buildings: A Compendium, September 2014
- **FEMA P-784:** Substantial Damage Estimator Version 2.1 Tool and User Manual, September 2014
- **FEMA P-905 DVD:** MAT and BPAT Reports Compilations, January 2014
- **FEMA P-909 CD:** Home and Business Earthquake Safety and Mitigation: A Train-the-Trainer Course, June 2014
- **FEMA P-936:** Floodproofing Non-Residential Buildings, July 2013, printed in March 2014
- **FEMA P-938/P-938 CD:** MAT Report – Hurricane Isaac in Louisiana, March 2013
- **FEMA P-940 CD:** Multi-hazard Mitigation and Design Concepts: Wind, Flood, and Earthquake Training Videos, March 2014
- **FEMA P-942/P-942 CD:** MAT Report – Hurricane Sandy in New Jersey and New York, November 2013
- **FEMA P-950 CD:** Building Science Toolkit, December 2013
- **FEMA P-957/P-957 CD:** Snow Load Safety Guide, May 2013
- **FEMA P-1019:** Emergency Power Systems for Critical Facilities, September 2014
- **FEMA P-1020:** Formal Observation Report – Tornado: Moore, Oklahoma, May 20, 2013 – Safe Room Performance, Observations, and Conclusions, August 2014
- **FEMA V-528:** Earthquake Home Hazard Hunt Poster, September 2014
- **FEMA V-529:** Drop, Cover and Hold On Poster (English and Spanish Editions), September 2014

SC2. How did you acquire the product or publication?

1. Ordered from the Publication Warehouse
2. Retrieved online
3. Other (please specify)

Q1. [Ask if SC2=1] Was your order by phone, fax or email?

1. Phone
2. Fax
3. Email
4. Don't know

Q2a. How did you learn about this publication or product?

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. Email announcement from GovDelivery
9. Non FEMA website
10. Non FEMA social media (e.g., Facebook, Twitter)
11. Non FEMA blog
12. Local Government
13. Other Federal Government agency
14. Word of mouth
15. Conference/seminar
16. Don't know

17. Other [Specify]

Ordering Process

Q3. [Ask if SC2=1] 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

[DK/NA FOR EACH]

Q3a. [Ask if SC2=2] Think about when you downloaded the product online, how would you rate your experience on each of the on a 10-point scale, where “1” means “poor” and “10” means “excellent.”

[ROTATE]

- a. Ease of navigating the website to locate documents
- b. Information available about the product or publication
- c. Ease of downloading the information

[DK/NA 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

[DK/NA 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? **[ALLOW VERBATIM RESPONSE]**

Q6a. What do you like most about the content of <INSERT PUBLICATION FROM SC1a. If Other ‘What do you like most about the content of this publication?’>? **[ALLOW VERBATIM RESPONSE]**

Q6b. What recommendations do you have to improve the content of <INSERT PUBLICATION FROM SC1a. If Other ‘What recommendation do you have to improve the content of this publication?’>.? **[ALLOW VERBATIM RESPONSE]**

Printing and Technical Quality

Q7. Which of the following options best describes the format of this publication?

- a. Printed mostly in black and white
- b. Printed mostly in color
- c. Digital format
- d. Other (please specify)

Q7a. 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
- d. **[ASK IF Q7=A OR B]** Quality of the paper and binding

[DK/NA FOR EACH]

Compared to other publications

Now, think about the subject(s) for which you used the FEMA product or publication:

Q8. Did you use any non-FEMA products or publications to learn about the subject(s)?

1. Yes
2. No **[SKIP TO Q11]**
3. Don't know **[SKIP TO Q11]**

Q9. How would you rate the FEMA product compared to the other non-FEMA product (s) you used on a scale where "1" means "far worse" and "10" means "far better."

[DK/NA FOR EACH]

Q10. **[ASK IF Q9 <= 6]** In what ways do the other products you used better meet your needs?
[ALLOW VERBATIM RESPONSE]

Value

Q11. Which of the following best describes the intended use of the FEMA product or publication?

[SINGLE SELECT]

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. Part of a study or presentation
7. Reference in a journal article or other publication
8. Other (Please specify) _____
9. Don't know

Q12. Thinking about the value of the product 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?

[DK/NA FOR EACH]

Q13. When you provided that value rating, how were you thinking about the concept of value – that is, how were you defining "value"? **[ALLOW VERBATIM RESPONSE]**

Satisfaction with Publication

Keep in mind all of your prior feedback regarding acquiring the FEMA product, technical contents, printing quality, and overall value as you are asked to provide input regarding your overall satisfaction with **<INSERT PUBLICATION FROM SC1a. If Other, 'with the FEMA Building Science Branch products.'>**.

Q14. Using a 10-point scale where "1" means "very dissatisfied" and 10 means "very satisfied," please rate your overall satisfaction with the product.

[DK/NA FOR EACH]

Q15. Considering all of your expectations, to what extent has the product 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."

[DK/NA FOR EACH]

Q16. Next, imagine an ideal disaster mitigation resource publication (assuming it is on the same subject as the FEMA publication we have been discussing). How well do you think the product 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."

[DK/NA FOR EACH]

Q17. Was there a recent disaster that caused you to need this product?

1. Yes
2. No **[SKIP TO Q19]**
3. Don't know **[SKIP TO Q19]**

Q18. What disaster was it? **[ALLOW VERBATIM RESPONSE]**

Q19. Why did you choose this particular product or publication? **[ALLOW VERBATIM RESPONSE]**

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

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

Outcome Measures

Q22. On a 10-point scale where "1" means "very unlikely" and "10" means "very likely," how likely are you to recommend this product or publication to others?

[DK/NA FOR EACH]

Q24. Which of the following best describes the actions you took based on the information in the product or publication? **[SELECT ALL THAT APPLY; SKIP TO Q26 WHEN COMPLETED]**

1. I did not take any action
2. Used to train others
3. Used for educational purposes
3. Mitigation actions
4. 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. Used in a study or presentation
9. Cited in a publication
10. Don't know
11. Other **[SPECIFY]**

Q25. **[Skip if Q24=2-7]** 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 product or publication?

[DK]

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. For a local government meeting
6. Before a disaster
7. Don't know
8. Other (Please specify _____)

Q26a. What, if any, outreach/community activities have you shared the product or publication with?
[ALLOW VERBATIM RESPONSE]

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?

[DK/NA FOR EACH]

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]**
3. Don't know **[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. **[ALLOW VERBATIM RESPONSE]**

Additional Questions

The survey is almost complete. There are just a few final questions.

Q28. Did you use any related training, or training related materials, on the product or publication, or this topic area?

1. Yes
2. No **[SKIP TO 30]**
3. Did not look for related training materials **[SKIP TO 30]**
4. Don't know **[SKIP TO 30]**

Q28a. How did you learn about training?

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. **Email announcement from GovDelivery**
9. Non FEMA website
10. Non FEMA social media (e.g., Facebook, Twitter)
11. Non FEMA blog
12. Local Government
13. Other Federal Government agency
14. Word of mouth
15. Conference/seminar
16. Other **[Specify]**

Q29.

Q29a. Please think about the training/materials you used and rate each of the following on a 10-point Do scale, where "1" means "poor" and "10" means "excellent".

- a. Clarify of information
- b. Format of the information
- c. Usefulness of the information

[DK/NA FOR EACH]

Q29b. What type of training do you prefer?

- a. In-person presentation
- b. Webinar
- c. Online interactive training
- d. Multi-media video
- e. Other (please specify)

Q29b. Did you participate in or utilize any outreach activities provided by FEMA in the last year?

1. Yes
2. No **[SKIP TO Q30]**
3. Don't know **[SKIP TO Q30]**

Q29c. Please think about the outreach activities and rate each of the following on a 10-point scale, where “1” means “poor” and “10” means “excellent”.

- a. Clarify of information
- b. Format of the information
- c. Usefulness of the information

[DK/NA FOR EACH]

Q30. **[Skip if SC=2]** 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. Not aware
4. Don't know

Q31. What is your preferred format for FEMA publications? **[SINGLE SELECT]**

1. Paper copy ordered online or from the FEMA publications warehouse
2. E-document downloaded online
3. E-document on CD
4. Other (Please specify _____)
5. Don't know

Q32. Select one of the following that best describes Did you order <INSERT PUBLICATION FROM SC2> 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 (Please specify _____)
10. Don't know

Q33. What is the last level of education you completed?

1. Less than high school graduate
2. High school graduate
3. Some college
4. Associate degree (Please specify _____)
5. College graduate (Please specify _____)
6. Post graduate work or degree (Please specify _____)
7. Don't know

Q34. Are there any other comments that you would like to provide to FEMA about the publication(s) that you ordered or anything else? **[ALLOW VERBATIM RESPONSE]**

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 great day.