

FEMA – Building Science Branch

Printed Publications

2015 Customer Satisfaction Questionnaire

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 visible to respondents
- Programming notes will not be visible to respondents
- ****Include progress bar to programmed survey****

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 May 31, 2018.

(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 Q1]

PROG. NOTE: TERMINATE SCREEN

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

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

Q1. Within the last 18 months, have you ordered multiple BSB publications?

1. Yes, I have used multiple
2. No, I have just ordered/used one such publication/product

Q2. 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

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

~~Yes~~

~~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) (PN: Text entry required when "Other" selected)~~
- ~~4. —~~

~~Q1Q3. [Ask if SC2=1] Was your order by phone, fax or email?~~

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

~~Q4. 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~~

~~Q2aQ5. 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/ am unsure of where I learned about the publication or choose not to answer~~
- 17. Other [Specify] (PN: Text entry required when "Other" selected)

Ordering Process

Q6. [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~~Availability of information 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

Q7. 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

Q8. Which of the following options best describes the format of this publication? [\(Options A and B cannot both be selected\)](#)

- a. Printed mostly in black and white
- b. Printed mostly in color
- c. Digital format
- d. Other (please specify) **(PN: Text entry required when “Other” selected)**

Q9. [\[ASK IF Q8=c\] Have you used the 508 compliant features of this publication?](#)

- [a. Yes](#)
- [b. No](#)
- [c. I am unsure if I have used the 508 compliant features](#)

Q10. 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~~ Accuracy of printing
- d. **[ASK IF Q8=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:

- Q11.** Did you use any non-FEMA products or publications to learn about the subject(s)?
1. Yes
 2. No **[SKIP TO Q14]**
 3. **I used other publications but am unsure about the publisher. [SKIP TO Q14]**
- Q12.** 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]**
- Q13.** **[ASK IF Q12 <= 6]** In what ways do the other products you used better meet your needs?
[ALLOW VERBATIM RESPONSE]

Value

- Q14.** Which of the following best describes the intended use of the FEMA product or publication? Please select all that apply.

—
—

[SINGLE SELECT]

Personal/individual use

1. Training or other educational purpose
2. Distribution within your organization
3. Community hazard awareness activity
4. Promotion of hazard mitigation
5. Part of a study or presentation
6. Reference in a journal article or other publication
8. Other (Please specify) _____ **(PN: Text entry required when “Other” selected)**

9. Unsure or would rather not say

9. ~~Don't know~~

~~10.~~

- Q15.** 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]

- Q16.** Since “value” is a subjective term, on what are you basing your definition of value as it relates to the value of the publication rated above? [ALLOW VERBATIM RESPONSE].—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.>~~ **BSB publications.**

- Q17.** Using a 10-point scale where “1” means “very dissatisfied” and 10 means “very satisfied,” please rate your overall satisfaction with the product.
- Q18.** 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.”
- Q19.** 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.”
- Q20.** Was there a recent disaster that caused you to need this product?
1. Yes
 2. No **[SKIP TO Q22]**
 3. ~~Don't know~~ **[SKIP TO Q19]**
- Q21.** What disaster was it? **[ALLOW VERBATIM RESPONSE]**
- Q22.** 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 as 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

- Q23.** On a 10-point scale where “1” means “not at all likely” 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~~

~~101.~~ Other [SPECIFY] (PN: Text entry required when "Other" selected)

Q25. [Skip if Q24=2-9] 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~~ I am not sure when the best time would be

8. Other (Please specify _____) (PN: Text entry required when "Other" selected)

~~Q26a. For what, if any, outreach/community activities have you shared the product or publication?~~

[ALLOW VERBATIM RESPONSE] **Q27.** Use a 10-point scale where "1" means "not at all likely" 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]

Q28. 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 Q30]
3. Don't know [SKIP TO Q30]

Q29. 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?~~

~~Yes~~

~~No [SKIP TO 30]~~

Did not look for related training materials **[SKIP TO 30]**

Don't know **[SKIP TO 30]**

~~Q28a. How did you learn about the training?~~

~~FEMA website (fema.gov)~~

~~FEMA social media (e.g., Facebook, Twitter)~~

~~FEMA blog~~

~~FEMA brochure~~

~~FEMA representative~~

~~Direct mail from FEMA~~

~~FEMA conference/seminar~~

~~Email announcement from GovDelivery~~

~~Non FEMA website~~

~~Non FEMA social media (e.g., Facebook, Twitter)~~

~~Non FEMA blog~~

~~Local Government~~

~~Other Federal Government agency~~

~~Word of mouth~~

~~Conference/seminar~~

~~Other **[Specify]** **(PN: Text entry required when "Other" selected)**~~

~~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".~~

~~Clarify of information-~~

~~Format of the information~~

~~Usefulness of the information-~~

~~[DK/NA FOR EACH]~~

~~Q29b. What type of training do you prefer?~~

In-person presentation

Webinar

Online interactive training

Multimedia video

Other (please specify) (PN: Text entry required when "Other" selected)

Q30. Did you participate in or utilize any outreach activities provided by FEMA in the last year?

1. Yes
2. No [SKIP TO Q32]
3. ~~I do not recall~~ ~~Don't know~~ [SKIP TO Q32]

Q31. 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. Clarity of information
- b. Format of the information
- c. Usefulness of the information

[DK/NA FOR EACH]

Q32. 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~~
5. —

Q33. 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 _____) (PN: Text entry required when "Other" selected)
5. ~~I do not have a preference~~
6. ~~Don't know~~

Q34. Did you order ~~<INSERT PUBLICATION FROM SC2>~~ the publication(s) 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 _____) **(PN: Text entry required when "Other" selected)**
10. [I prefer not to answer](#)
11. [Don't know](#)

Q35. 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. [I prefer not to answer](#)
8. [Don't know](#)
9. —

Q36. In which state do you currently reside? **[RECORD RESPONSE]**

Q37. 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.