The text you see here will appear at the top and bottom of your survey, examples below.
Default text is included and you may modify this text as needed.

Welcome and Thank You Text

Welcome Text

Thank you for visiting the Flood Economics site. You've been randomly chosen to take part in a brief survey to let us know what we're doing well and where we can improve.

Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible.

Thank You Text

Thank you for taking our survey - and for helping us serve you better.

Example Desktop

FORESEE

Customer Satisfaction Survey

Thank you for visiting our site. You've been randomly chosen to take part in a brief survey to let us know what we're doing well and where we can improve.

Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible.

*Required questions are denoted by an ***

Thank you for taking our survey - and for helping us serve you better.

Please note you will not receive a response from us based on your survey comments. If you would like us to contact you about your feedback, please visit the Contact Us section of our web site.

[Cancel] [Submit]

Model Name	FEMA RMD Flood Economics Desktop
Model ID	
Partitioned	Yes - 2MQ
Date	
Model Version	17.3.Y

Red & Strike-Through: Delete
Underlined & Italicized: Re-order
Pink: Addition
Blue: Reword

FORESEE

	Label	Satisfaction Questions
		Satisfaction
1	Satisfaction - Overall	What is your **overall satisfaction** with this site? *(1=Very Dissatisfied, 10=Very Satisfied)*
2	Satisfaction - Expectations	How well does this site **meet your expectations**? *(1=Falls Short, 10=Exceeds)*
3	Satisfaction - Ideal	How does this site **compare to an ideal website**? *(1=Not Very Close, 10=Very Close)*

	Label	Future Behaviors
		Recommend (NPS) (1=Very Unlikely, 10=Very Likely)
4	Recommend	How likely are you to **recommend the Flood Economics site** to someone else?
		Share Information (1=Very Unlikely, 10=Very Likely)
5	Share Information	How likely are you to **share information** you found on floodeconomics.com with others?
		Return (1=Very Unlikely, 10=Very Likely)
6	Return	How likely are you to **return** to the Flood Economics site in the future?
		Primary Resource (1=Very Unlikely, 10=Very Likely)
7	Primary Resource	How likely are you to use the Flood Economics site as your **primary resource** for information about flood mitigation?
		Use Information (1=Very Unlikely, 10=Very Likely)
8	Use Information	How likely are you to **use the information** you found on the Flood Economics site to **initiate or support** a flood mitigation project?

QID	AP Question Tag	Skip From	Question Text	Answer Choices	Skip To	AP Answer Tag	Required Y/N	Type	Special Instructions	CQ Label
	primary_reason_govt		What type of flood risk or mitigation information were you looking for today? (Please select all that apply)	Overall economic benefits of flood mitigation			Y	Checkbox, one-up vertical	Skip Logic Group*	Info Sought
				Other benefits (non-economic) of flood mitigation						
				Flood mitigation case studies from other communities					Randomize	
				Flood mitigation projects my state has completed or is working on						
				The return on investment of flood mitigation projects						
				Ways to fund a flood mitigation project		find_funding_opportunities				
				Community blog						
				Podcast about flood risk or mitigation						
				Other (please specify)	A	other_please_specify			Anchor Answer Choice	
	primary_reason_other	A	Please specify the other reason for your visit.				N	Text field, <100 char	Skip Logic Group*	Info Sought Other
	accomplish		Did you find what you were looking for today on this site?	Yes	A, B	yes	Y	Radio button, one-up vertical	Skip Logic Group*	Find Info
				No	C, D	no				
	accomplish_experience	A	Was the information easy to find?	Yes		yes	Y	Radio button, one-up vertical	Skip Logic Group*	Accomplish Experience
				No	A1	no				
	not_easy_accomplish	A1	Why was this information difficult to find?				N	Text area, no char limit	Skip Logic Group*	Not Easy Accomplish
		B	What information on the site did you find most valuable?				N	Text area, no char limit	Skip Logic Group*	Valuable Info
	why_not_accomplish	C	Please tell us what information you were looking for but could not find. Please be as specific as possible.				N	Text area, no char limit	Skip Logic Group*	Info Not Found
		D	What do you plan to do next to find the information you need?	Research at another website			Y	Radio button, one-up vertical	Skip Logic Group*	Do Next
				Research through another federal agency						
				Research at a university						
				Contact my local government officials						
				Contact FEMA						
				Other (please specify)	D1					
				Not sure, I'm uncertain how to proceed						
				Nothing						
		D1	Please explain what you plan to do next to find the information you need.				N	Text field, <100 char	Skip Logic Group*	Do Next Other
			How do you plan to use the information you found on the Flood Economics site today? (Please select all that apply)	Develop a flood mitigation project			Y	Checkbox, one-up vertical	Skip Logic Group*	Use Info
				Secure grant funding					Randomize	
				Work with my supervisor/team on flood mitigation						
				Talk with others about flood risk and mitigation						
				Conduct additional research to learn more about what other communities are doing to reduce risk						
				Use the data to make the case for flood mitigation action in my community						
				Explore additional options for flood mitigation						
				Other (please specify)	A				Anchor Answer Choice	
				Not sure, I was just browsing					Mutually Exclusive	
		A	Please specify how you plan to use the information you found on the site today.				N	Text area, no char limit	Skip Logic Group*	Use Info Other
	nav_experience		How would you describe your browsing experience on the site today? (Please select all that apply)	Links often did not take me where I expected	B	links_not_useful	Y	Checkbox, one-up vertical	Skip Logic Group*	Navigation Experience
				I had difficulty finding relevant information	B	difficulty_finding_relevant_info				
				Links and labels were difficult to understand	B	links_difficult_to_understand				
				There were too many links or navigation options to choose from	B	too_many_links			Randomize	
				I had technical difficulties (error messages, broken links, etc.)	B	technical_difficulties				
				I could not navigate back to previous information	B	could_not_navigate_back				
				I had a different navigation difficulty	A	a_different_navigation_diff			Anchor Answer Choice	
				I had **no difficulty** navigating the site		no_difficulty_navigation			Mutually Exclusive	
	nav_experience_other	A	Please specify your navigation difficulty.				N	Text area, no char limit	Skip Logic Group*	Navigation Experience - Other
	nav_issues_oe	B	Describe the specific issue(s) you experienced while navigating this site.				N	Text area, no char limit	Skip Logic Group*	Navigation Issues OE
	info_issues		Which of the following issues, if any, did you experience while reviewing information? (Please select all that apply)	Information did not answer my questions		information_did_not_answer_questions	Y	Checkbox, one-up vertical	Skip Logic Group*	Information Issues
				Information was not presented in a concise format		information_not_concise			Randomize	
				Wording was confusing/not clear		wording_not_clear				
				Information was too complex						
				Text was difficult to read/not legible		text_difficult_to_read				
				Other (please specify)	A	other_please_specify			Anchor Answer Choice	
				No issues reviewing information occurred		no_issues			Mutually Exclusive	
	other_info_issues	A	Please describe the specific issue you experienced reviewing information.				N	Text area, no char limit	Skip Logic Group*	Other Information Issues

Variable	Code	Question	Answer Choices		Value Code	Req	Input Type	Skip Logic	Report Label
		How well do you understand flood risk?	1=Not at all			Y	Radio button, scale, no don't know		
			2						
			3						
			4						
			Completely=5						
acquisition_source_government		How were you referred to the site today?	Social media (e.g., Facebook, Twitter, etc.)		social_media	Y	Radio button, one-up vertical	Skip Logic Group*	Acquisition Source
			Advertisement					Randomize	
			Search engine results		search_engine				
			Recommendation from someone I know		personal_recommendation				
			Recommendation from local government						
			Conferences						
			Another government site		other_government_site				
			Other (please specify)	A	other_please_specify			Anchor Answer Choice	
			I was not referred to the site by anything specific		was_not_referred_by_anything_specific			Anchor Answer Choice	
acquisition_source_government_other	A	Please specify how else you were referred to the site.				N	Text field, <100 char	Skip Logic Group*	Acquisition Source - Other
role_govt		What is your primary role in visiting the site today?	Elected government official	T, I		Y	Radio button, one-up vertical	Skip Logic Group*	Role
			Federal government employee	T					
			Emergency manager	T					
			Floodplain manager	T					
			Flood insurance professional	T					
			City planner/planning professional	T					
			Community resident/small business owner	L, I	general_public				
			Other (please specify)	C					
	C	Please specify your role in coming to this site today.				N	Text field, <100 char	Skip Logic Group*	Role Other
	T	How long have you been in your current position?	Less than 1 year			Y	Drop down, select one	Skip Logic Group*	Role Tenure
			1 year to less than two years						
			2 years to less than 5 years						
			5 years to less than 10 years						
			10 years or more						
	L	How long have you lived in or owned a business in your community?	Less than 1 year			Y	Drop down, select one	Skip Logic Group*	Role Years Lived
			1 year to less than two years						
			2 years to less than 5 years						
			5 years to less than 10 years						
			10 years or more						
	I	How important is flood mitigation?	1=Not at all important			Y	Radio button, scale, no don't know	Skip Logic Group*	Importance
			2						
			3						
			4						
			Very important=5						
		Have you ever experienced a flood?	Yes			Y	Radio button, one-up vertical		Exp Flood
			No						
visit_frequency		How often do you visit this site?	This is my first visit		first_visit	Y	Drop down, select one		Visit Frequency
			Once every 6 months or less often		six_months				
			Once every few months		few_months				
			Monthly or more often						
improve		What else would you like to share with us to help improve the Flood Economics site?				N	Text area, no char limit		Improve
state		In which state do you live?	Alabama		alabama	Y	Drop down, select one		State
			Alaska		alaska				
			Arizona		arizona				
			Arkansas		arkansas				
			California		california				
			Colorado		colorado				
			Connecticut		connecticut				
			Delaware		delaware				
			District of Columbia		district_of_columbia				
			Florida		florida				
			Georgia		georgia				
			Hawaii		hawaii				
			Idaho		idaho				
			Illinois		illinois				
			Indiana		indiana				
			Iowa		iowa				
			Kansas		kansas				
			Kentucky		kentucky				
			Louisiana		louisiana				
			Maine		maine				
			Maryland		maryland				
			Massachusetts		massachusetts				
			Michigan		michigan				
			Minnesota		minnesota				

				Mississippi		mississippi		
				Missouri		missouri		
				Montana		montana		
				Nebraska		nebraska		
				Nevada		nevada		
				New Hampshire		new_hampshire		
				New Jersey		new_jersey		
				New Mexico		new_mexico		
				New York		new_york		
				North Carolina		north_carolina		
				North Dakota		north_dakota		
				Ohio		ohio		
				Oklahoma		oklahoma		
				Oregon		oregon		
				Pennsylvania		pennsylvania		
				Rhode Island		rhode_island		
				South Carolina		south_carolina		
				South Dakota		south_dakota		
				Tennessee		tennessee		
				Texas		texas		
				Utah		utah		
				Vermont		vermont		
				Virginia		virginia		
				Washington		washington		
				West Virginia		west_virginia		
				Wisconsin		wisconsin		
				Wyoming		wyoming		
				I live outside of the United States		live_outside_usa		
				Prefer not to respond		prefer_not_to_respond		
demos_gender	What is your gender?	Male		male	N	Radio button, one-up vertical		Demos: Gender
		Female		female				
		Prefer not to respond		prefer_not_to_respond				
demos_age	Which category includes your age?	Under 18		under_18	N	Drop down, select one		Demos: Age
		18 - 24		18_24				
		25 - 34		25_34				
		35 - 44		35_44				
		45 - 54		45_54				
		55 - 64		55_64				
		65 or older		65_or_older				
		Prefer not to respond		prefer_not_to_respond				
demos_education_US	What is your highest level of education completed?	Some high school or less		some_high_school_or_less	N	Drop down, select one		Demos: Education
		High school/GED		high_school_ged				
		Associate degree or some college		associate_degree_or_some_college				
		Bachelor's degree		bachelors				
		Master's degree		masters				
		Advanced graduate work or Ph.D.		advanced_graduate				
		Prefer not to respond		prefer_not_to_respond				
a11_satisfaction	*Please rate your level of agreement with the following statements about your experience on the Flood Economics website today.* I am satisfied with the service I received from FEMA.	1=Strongly Disagree		1_strongly_disagree	N	Radio button, scale, no don't know		A11 Satisfaction
			2	2				
			3	3				
			4	4				
		5=Strongly Agree		5_strongly_agree				
a11_confidence	This interaction increased my confidence in FEMA.	1=Strongly Disagree		1_strongly_disagree	N	Radio button, scale, no don't know		A11 Confidence
			2	2				
			3	3				
			4	4				
		5=Strongly Agree		5_strongly_agree				
a11_quality	My need was addressed.	1=Strongly Disagree		1_strongly_disagree	N	Radio button, scale, no don't know		A11 Quality
			2	2				
			3	3				
			4	4				
		5=Strongly Agree		5_strongly_agree				
a11_ease	It was easy to complete what I needed to do.	1=Strongly Disagree		1_strongly_disagree	N	Radio button, scale, no don't know		A11 Ease
			2	2				
			3	3				
			4	4				
		5=Strongly Agree		5_strongly_agree				
a11_efficiency	It took a reasonable amount of time to do what I needed to do.	1=Strongly Disagree		1_strongly_disagree	N	Radio button, scale, no don't know		A11 Efficiency
			2	2				
			3	3				
			4	4				
		5=Strongly Agree		5_strongly_agree				

	a11_equity_digital		I was easily able to access the website on my device.	1=Strongly Disagree		1_strongly_disagree	N	Radio button, scale, no don't know		A11 Equity Digital
				2		2				
				3		3				
				4		4				
				5=Strongly Agree		5_strongly_agree				
	a11_helpful_digital		The website helped me do what I needed to do.	1=Strongly Disagree		1_strongly_disagree	N	Radio button, scale, no don't know		A11 Helpful Digital
				2		2				
				3		3				
				4		4				
				5=Strongly Agree		5_strongly_agree				