

# CDC.gov Satisfaction Data

## American Customer Satisfaction Index

# 2012 Satisfaction Report

### Summary:

The following report includes satisfaction data from 42,908 users who responded to CDC.gov's survey between January 1, 2012, and December 31, 2012. During this timeframe, CDC received a satisfaction rating of 82 (on a scale of 100). As such, CDC is classified as a "top performer" by the American Customer Satisfaction Index. In Q4 of 2012:

- CDC.gov received a satisfaction score of an 82, while the average for Federal websites was 75.
- CDC.gov was ranked 3<sup>rd</sup> in customer satisfaction for all Federal Portals/Department Main Sites.
- For the full Q4 report, visit: [http://www.foresee.com/research-white-papers/\\_downloads/acsi-egov-q4-2012-foresee.pdf](http://www.foresee.com/research-white-papers/_downloads/acsi-egov-q4-2012-foresee.pdf)

### Background:

The American Customer Satisfaction Index (ACSI) is a satisfaction survey that uses a standard methodology to measure customer satisfaction with various elements of a website, including navigation, functionality, look and feel, search, performance, trust, etc. The methodology allows us to compare CDC's satisfaction data to over 100 federal government websites that are also using ACSI to measure citizen satisfaction.

### Report:

The following report summarizes the demographic profiles of the visitors who responded to the survey.

*Source: American Customer Satisfaction Index*

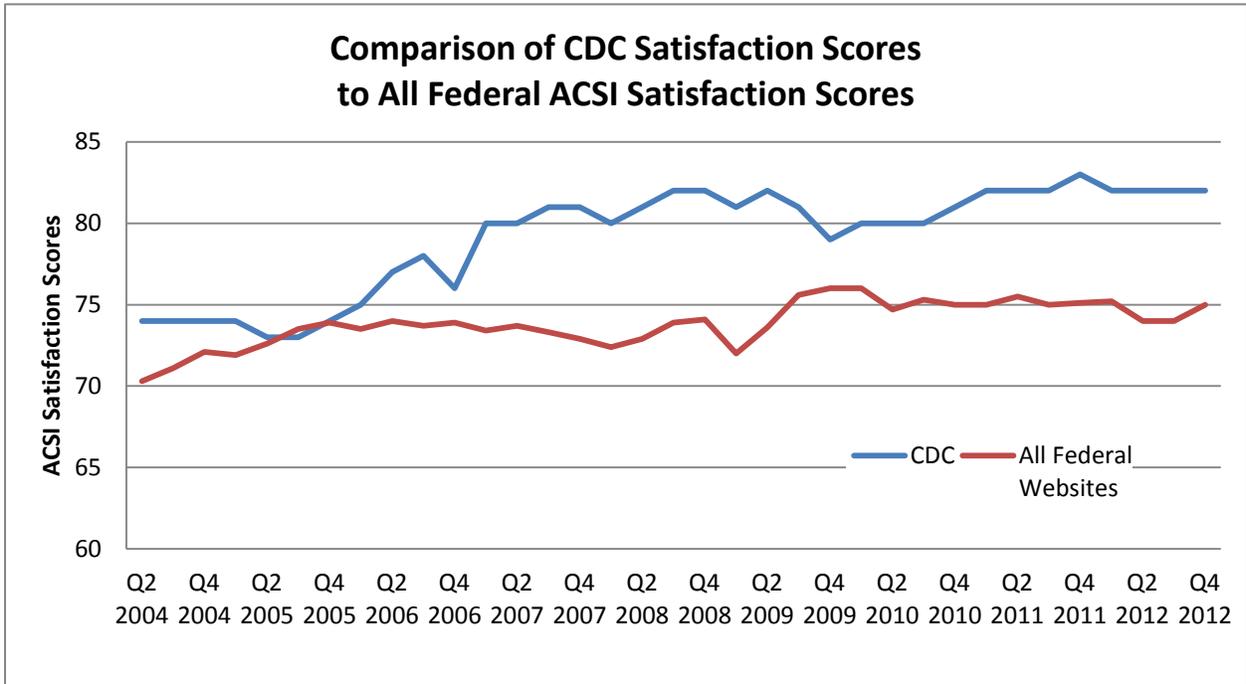
*Note: The number of responses may vary for each question due to changes made to questions during the timeframe.*

# CDC.gov Satisfaction Data

January 1, 2012 – December 31, 2012

Satisfaction = 82, N=42,908

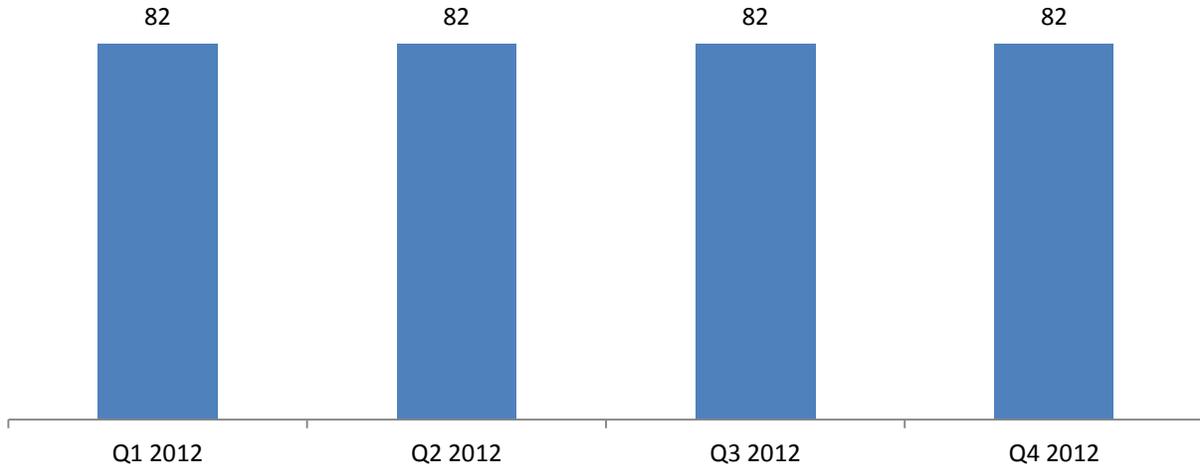
CDC: 82  
All Federal Websites: 75



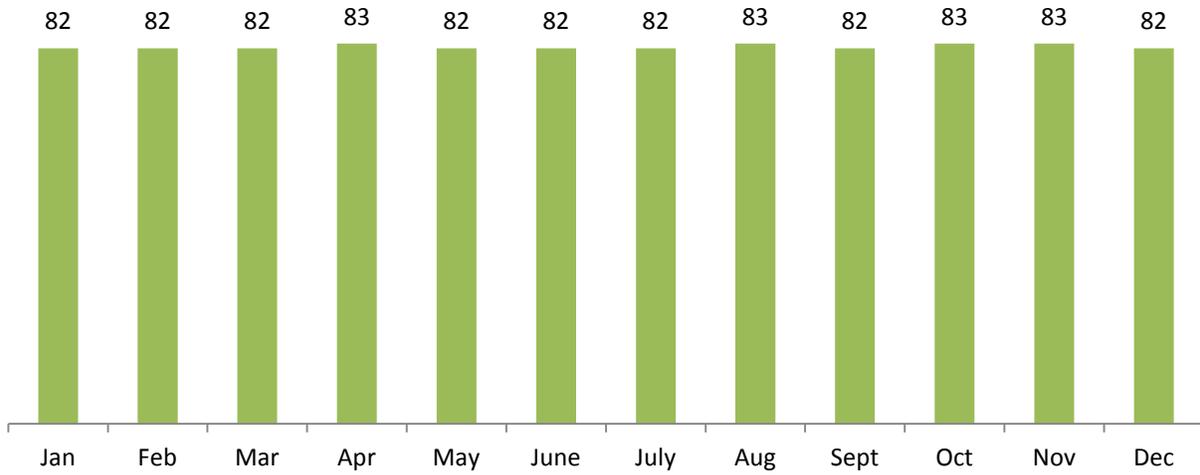
Source: American Customer Satisfaction Index

Note: The number of responses may vary for each question due to changes made to questions during the timeframe.

### CDC Satisfaction Score by Quarter (2012)



### CDC Satisfaction Score by Month (2012)



Priority Map not available

Source: American Customer Satisfaction Index

Note: The number of responses may vary for each question due to changes made to questions during the timeframe.

## **Snapshot of Key Demographics**

### **January 1, 2012 – December 31, 2012**

### **N=42,907**

From January 1, 2012 – December 31, 2012, 95,229 users were presented with the ACSI Survey. Of those 43,137 (43%) took the survey.

#### **Role**

- Healthcare Providers: 23%
- Individuals Interested in Health: 20%
- Students: 14%
- Educators: 10%
- Public Health Professional: 9%
- Scientist or Researcher: 6%
- Other: 18%

#### **Users were primarily looking for:**

- Diseases and Conditions: 39%
- General Information: 21%
- Data and Statistics: 16%

**Successfully find what they are looking for: 69%**

**Frequent users: 50%**

**Middle-aged, 35 – 64: 68%**

**College degree: 78%**

#### **Gender**

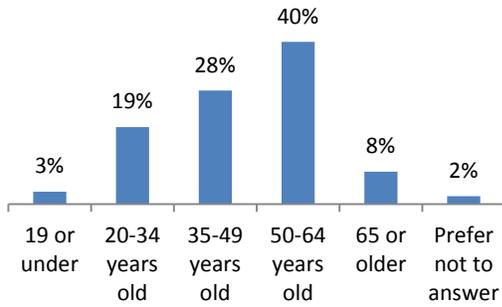
- Female: 68%
- Male: 29%
- Prefer not to answer: 3%

*Source: American Customer Satisfaction Index*

*Note: The number of responses may vary for each question due to changes made to questions during the timeframe.*

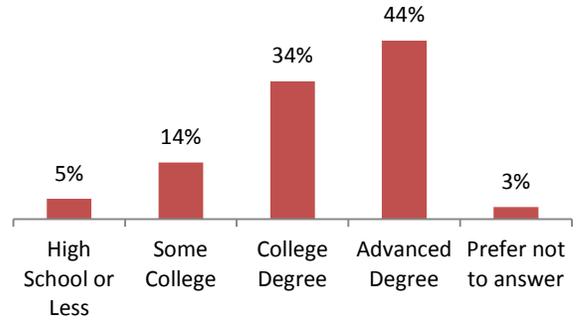
### Age

Jan. 1, 2012 – Dec. 31, 2012  
N=42,907



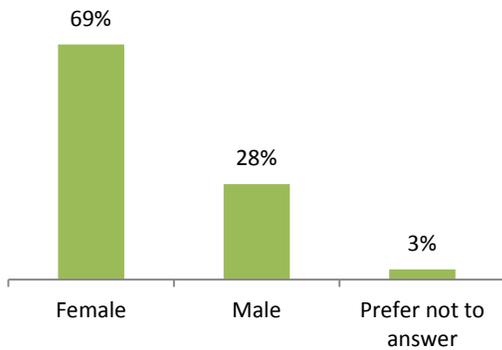
### Education

Jan. 1, 2012 – Dec. 31, 2012  
N=42,907



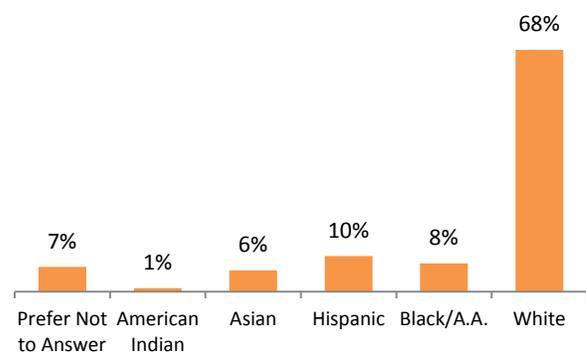
### Gender

Jan. 1, 2012 - Dec. 31, 2012  
N=42,907



### Ethnicity

Jan. 1, 2012 – Dec. 31, 2012  
N=42,907

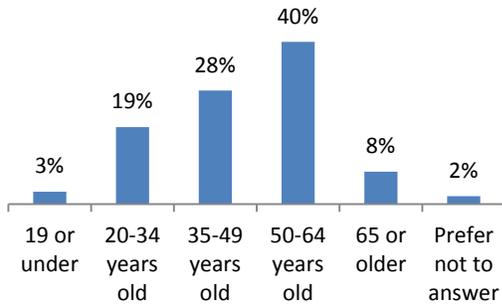


Source: American Customer Satisfaction Index

Note: The number of responses may vary for each question due to changes made to questions during the timeframe.

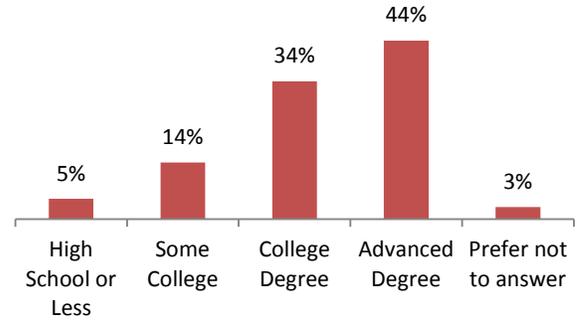
### Age

Jan. 1, 2012 – Dec. 31, 2012  
N=42,907



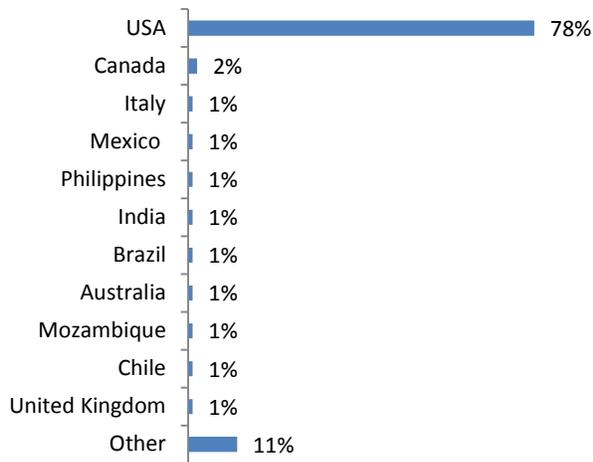
### Education

Jan. 1, 2012 – Dec. 31, 2012  
N=42,907



### Country

Jan. 1, 2012 - Dec. 31, 2012  
N=42,907

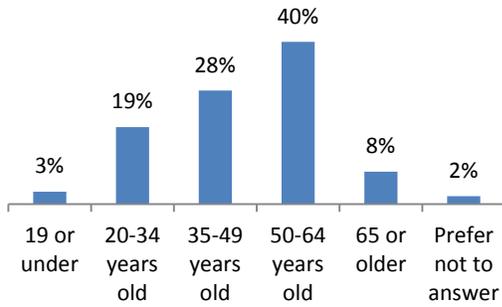


Source: American Customer Satisfaction Index

Note: The number of responses may vary for each question due to changes made to questions during the timeframe.

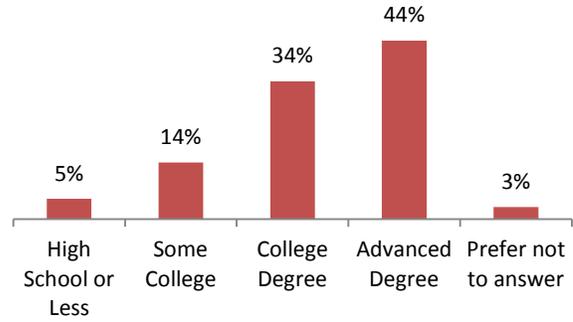
### Age

Jan. 1, 2012 – Dec. 31, 2012  
N=42,907



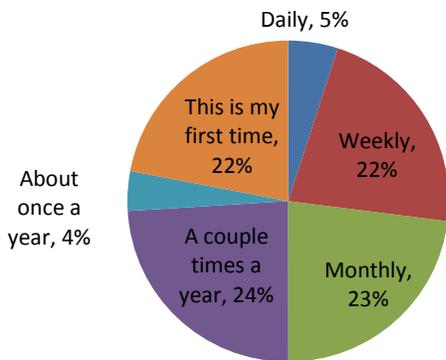
### Education

Jan. 1, 2012 – Dec. 31, 2012  
N=42,907



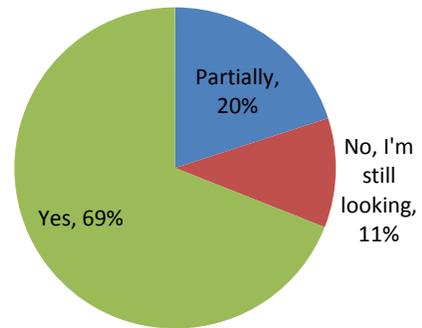
### How frequently do you use the CDC.gov Web site?

January 1, 2012 - December 31, 2012  
N=42,908



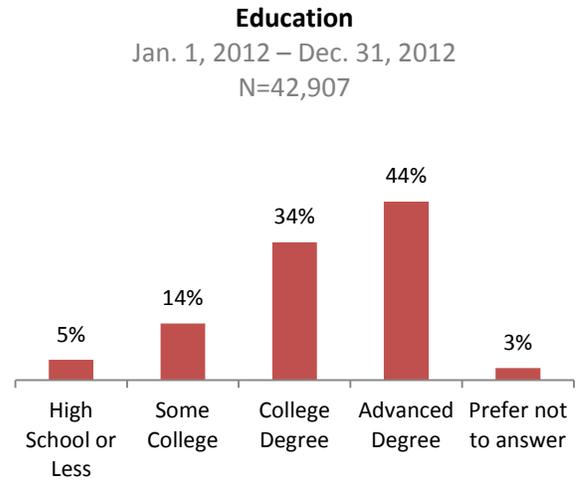
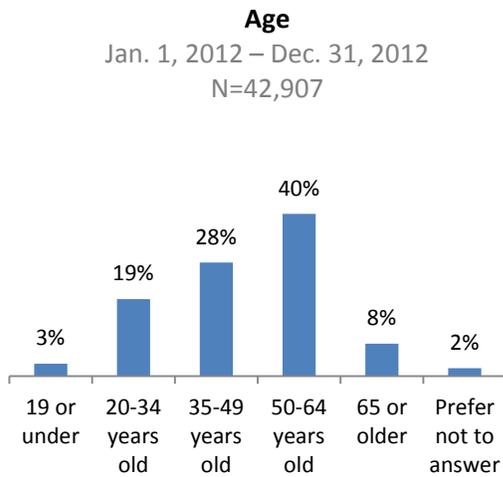
### Were you able to find what you were looking for?

January 1, 2012 - December 31, 2012  
N=42,908



Source: American Customer Satisfaction Index

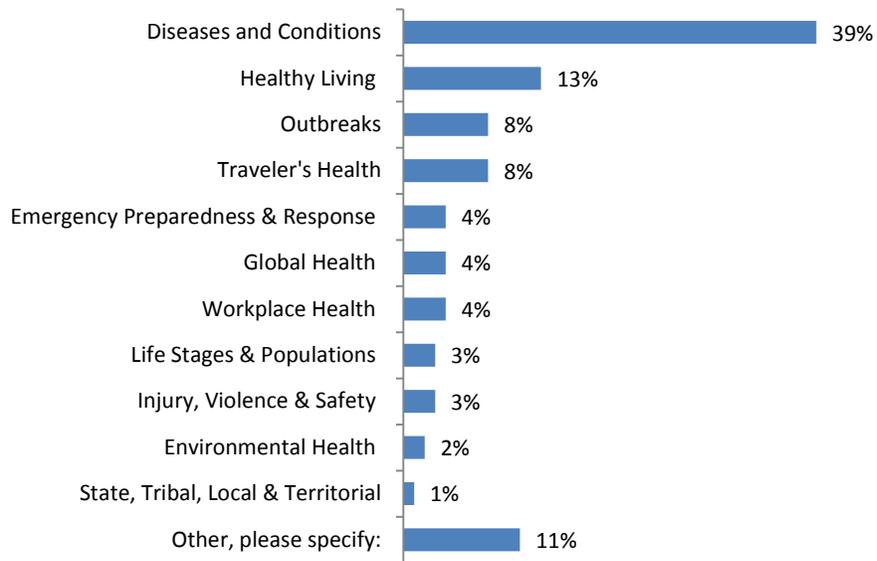
Note: The number of responses may vary for each question due to changes made to questions during the timeframe.



### Which of the following best describes the health topic you were looking for?

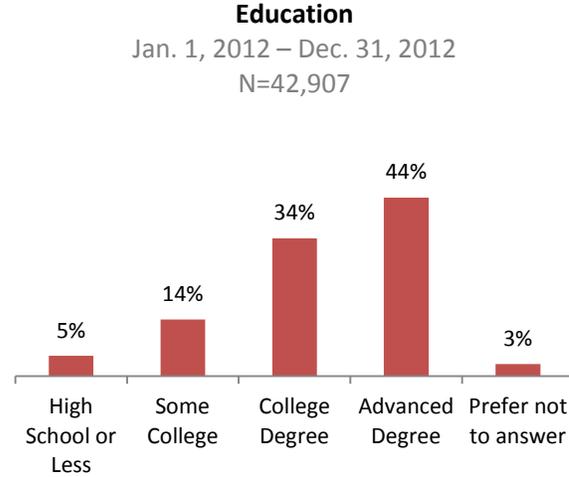
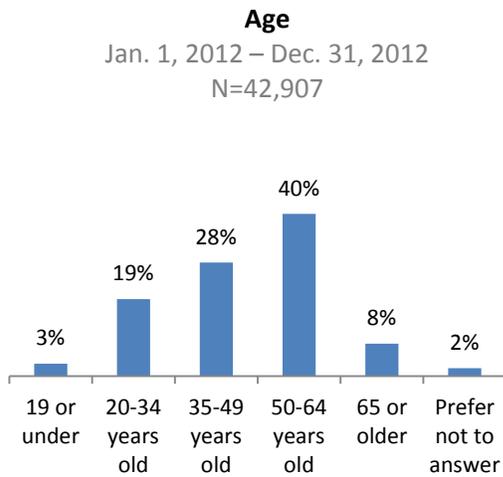
January 1, 2012, – December 31, 2012

N=42,908



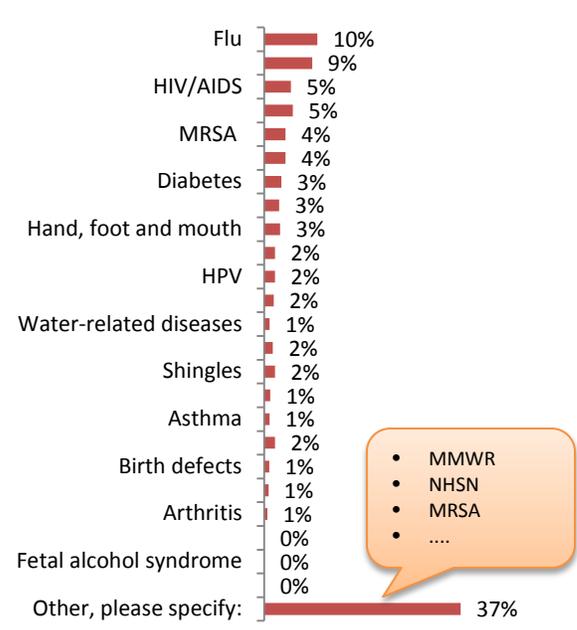
Source: American Customer Satisfaction Index

Note: The number of responses may vary for each question due to changes made to questions during the timeframe.



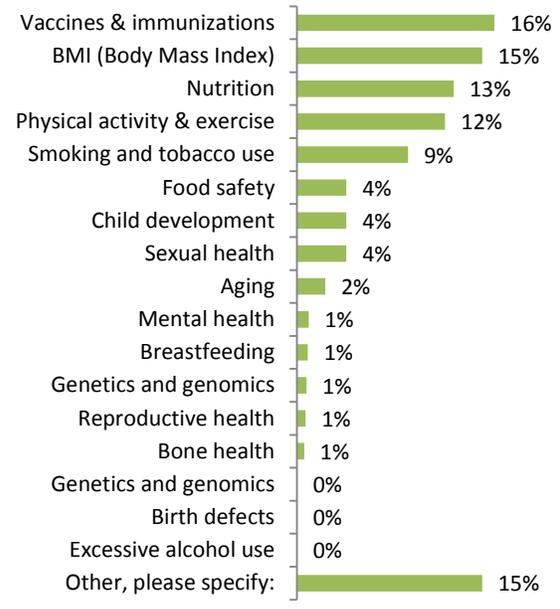
### Diseases & Conditions – More specifically, what topic were you looking for?

Jan. 1, 2012 – Dec. 31, 2012  
N=16,542



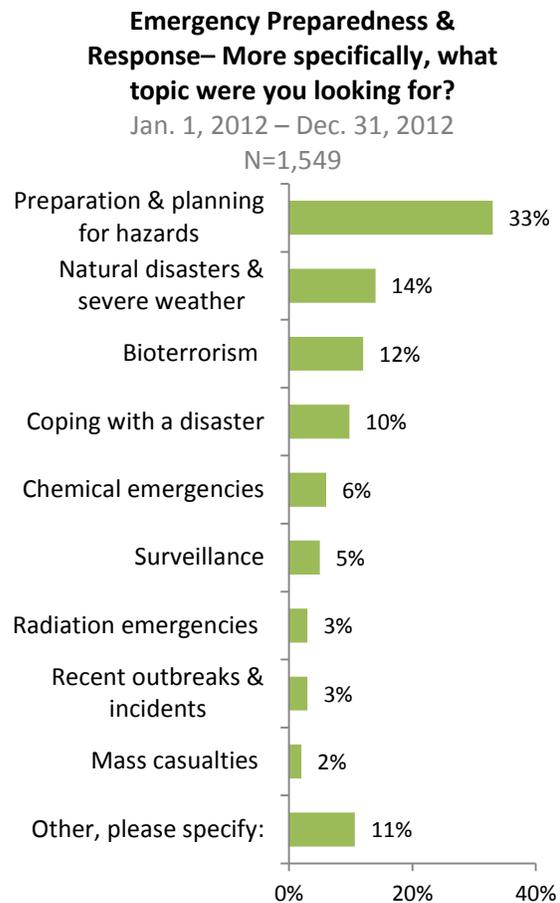
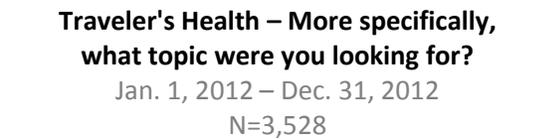
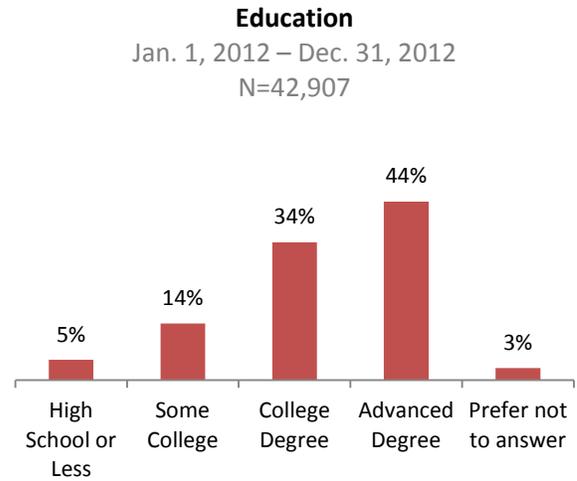
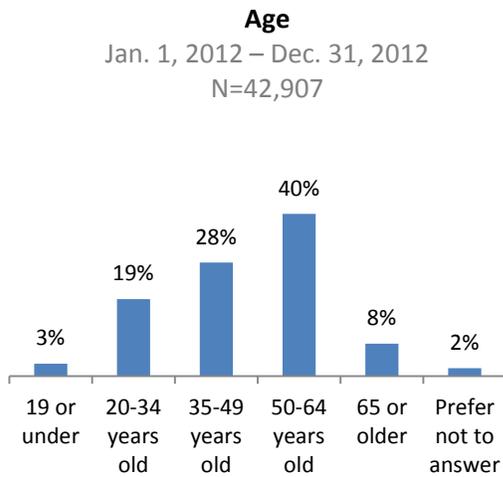
### Healthy Living– More specifically, what topic were you looking for?

Jan. 1, 2012 – Dec. 31, 2012  
N=5,549



Source: American Customer Satisfaction Index

Note: The number of responses may vary for each question due to changes made to questions during the timeframe.

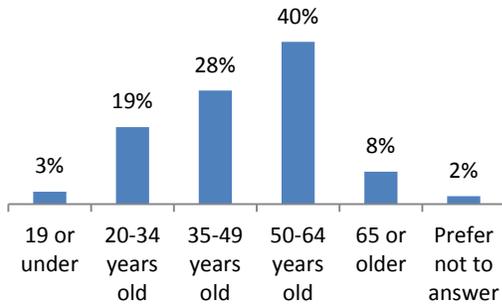


Source: American Customer Satisfaction Index

Note: The number of responses may vary for each question due to changes made to questions during the timeframe.

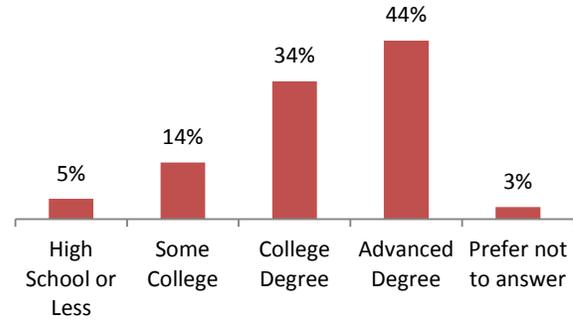
### Age

Jan. 1, 2012 – Dec. 31, 2012  
N=42,907



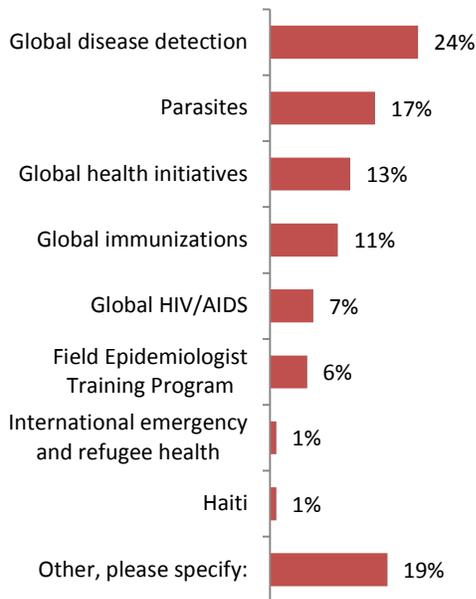
### Education

Jan. 1, 2012 – Dec. 31, 2012  
N=42,907



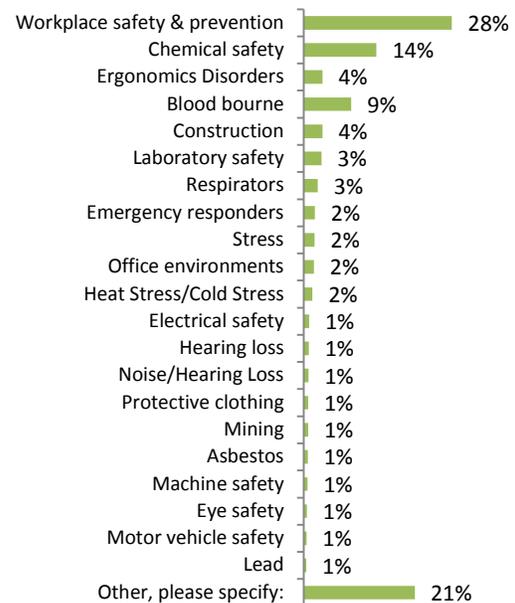
### Global Health– More specifically, what topic were you looking for?

Jan. 1, 2012 – Dec. 31, 2012  
N=1,578



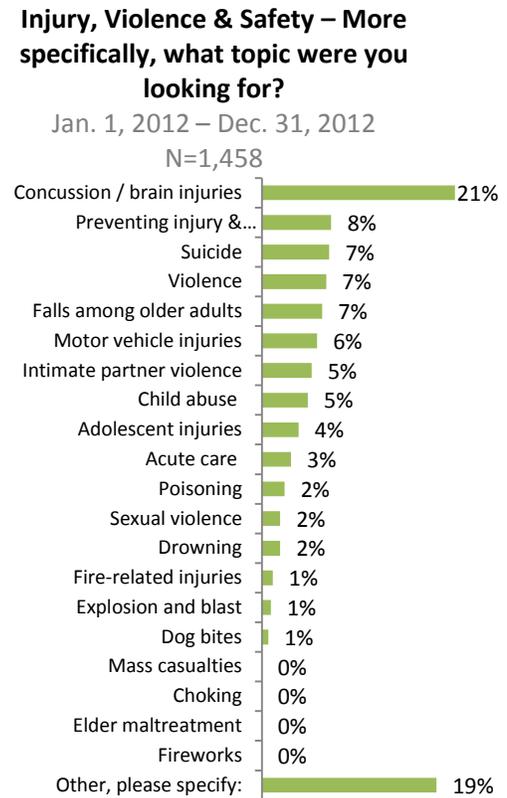
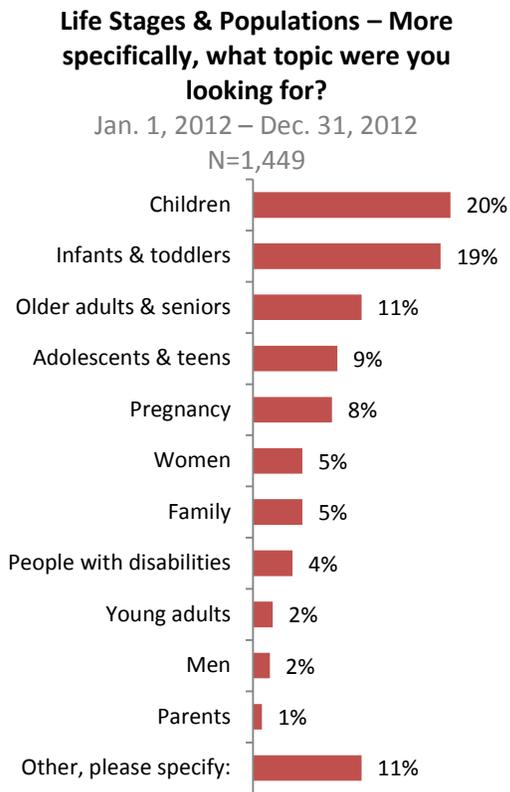
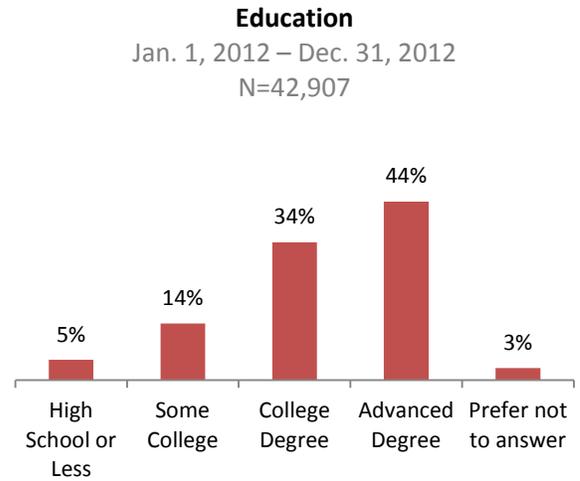
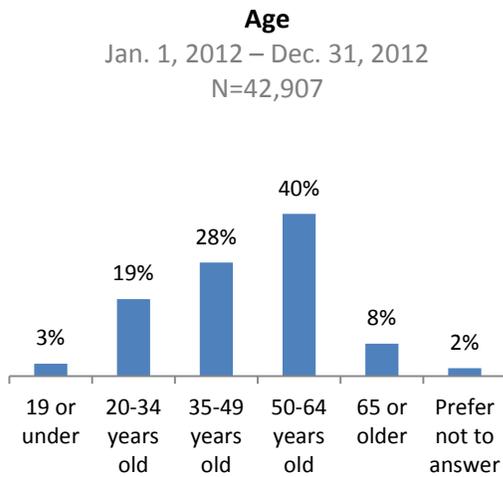
### Workplace Health – More specifically, what topic were you looking for?

Jan. 1, 2012 – Dec. 31, 2012  
N=1,682



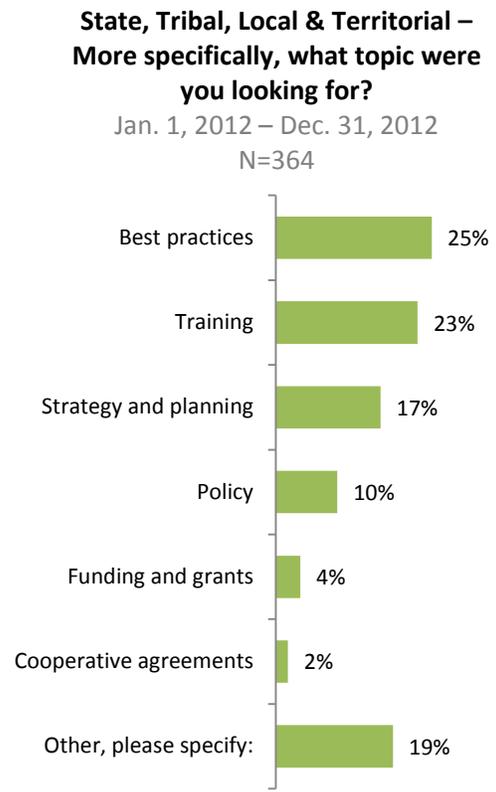
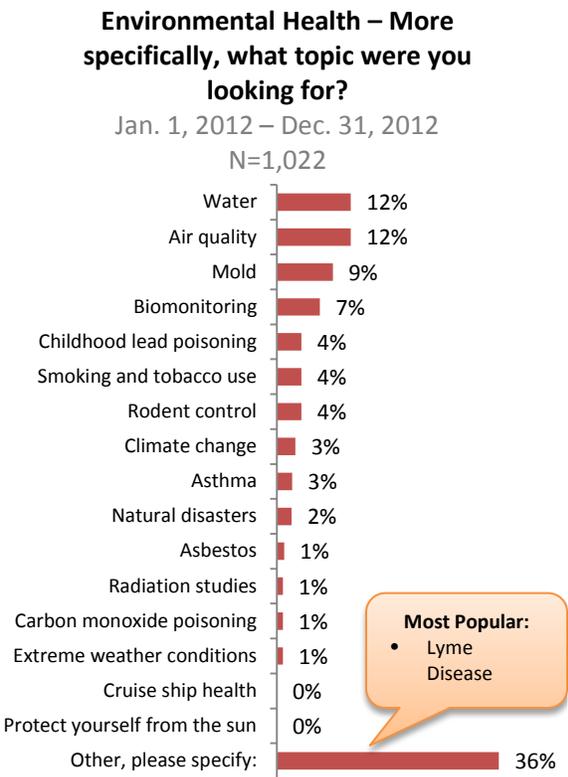
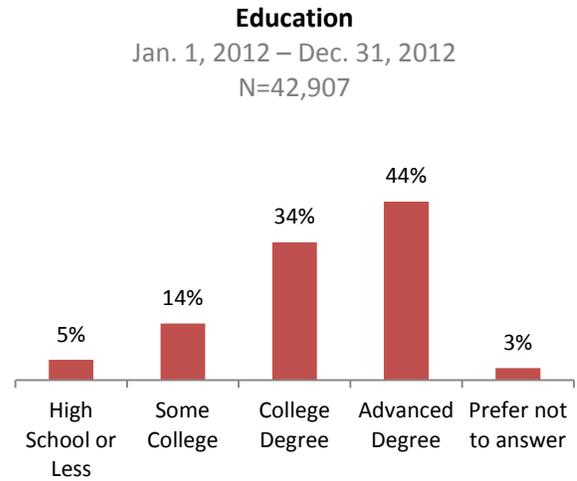
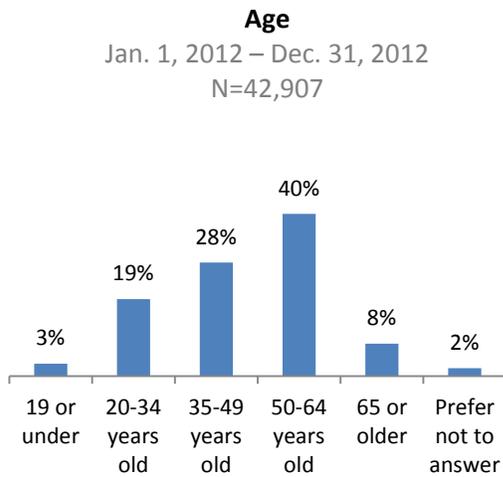
Source: American Customer Satisfaction Index

Note: The number of responses may vary for each question due to changes made to questions during the timeframe.



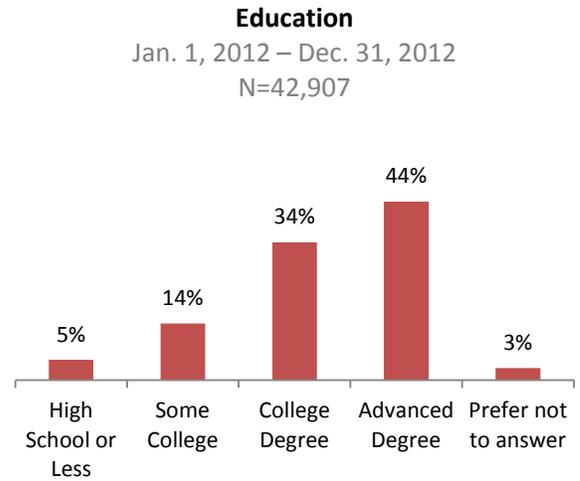
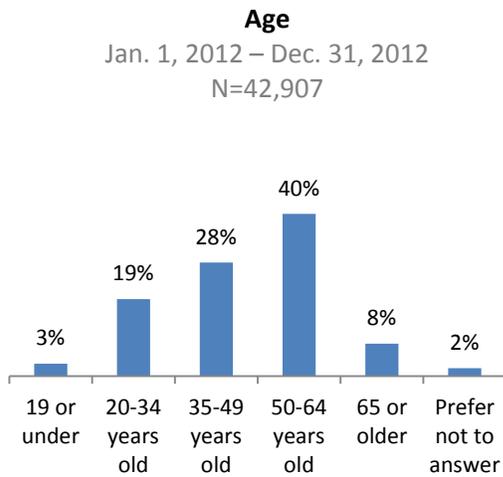
Source: American Customer Satisfaction Index

Note: The number of responses may vary for each question due to changes made to questions during the timeframe.



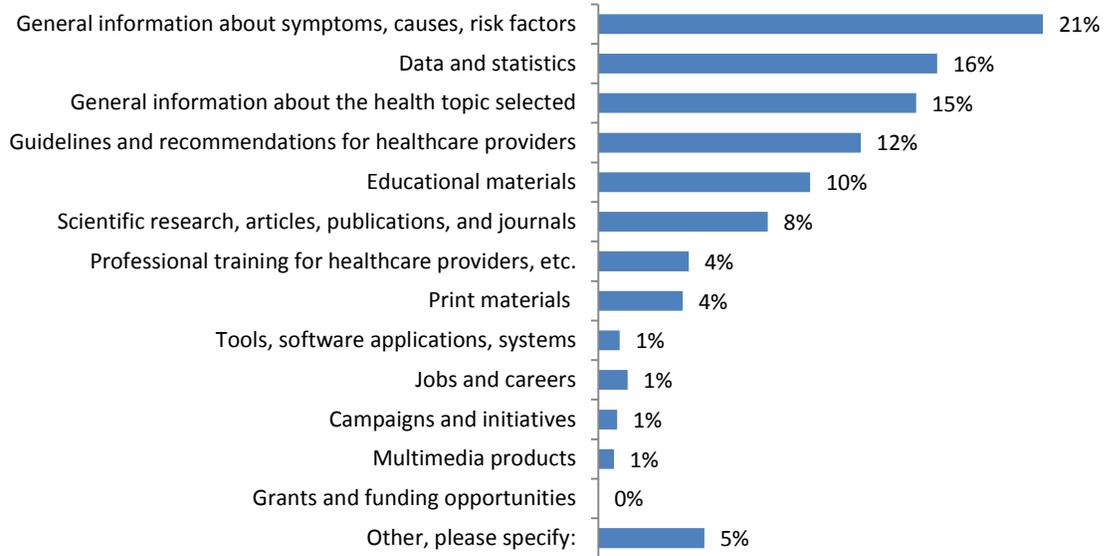
Source: American Customer Satisfaction Index

Note: The number of responses may vary for each question due to changes made to questions during the timeframe.



### Which of the following best describes the type of information you were looking for?

January 1, 2012, – December 31, 2012  
N=42,907

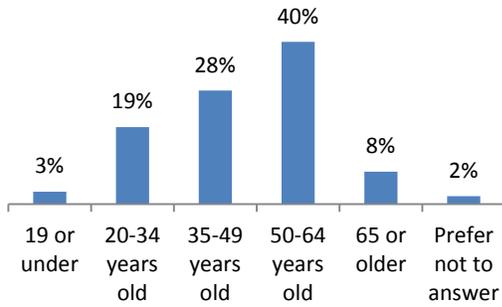


Source: American Customer Satisfaction Index

Note: The number of responses may vary for each question due to changes made to questions during the timeframe.

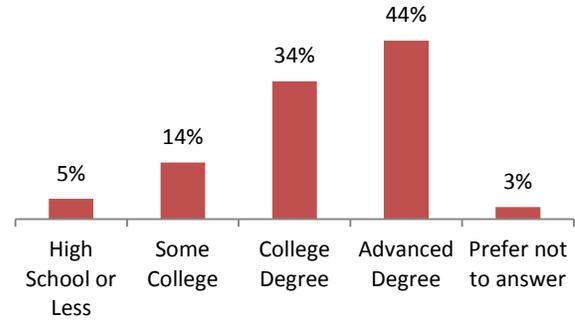
### Age

Jan. 1, 2012 – Dec. 31, 2012  
N=42,907



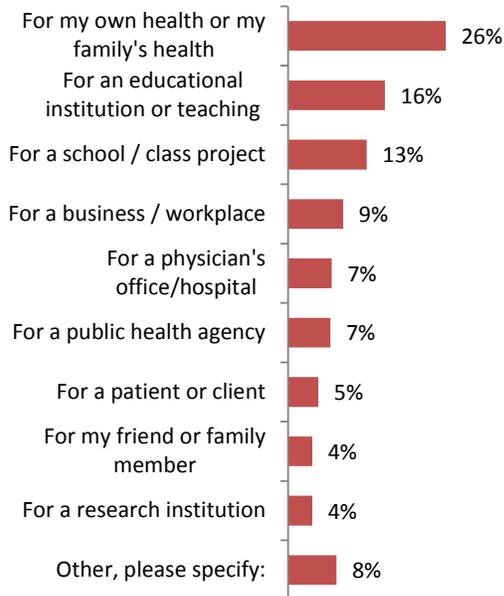
### Education

Jan. 1, 2012 – Dec. 31, 2012  
N=42,907



### I'm planning to use the information I found today:

January 24, 2012 - December 31, 2012  
N=42,908

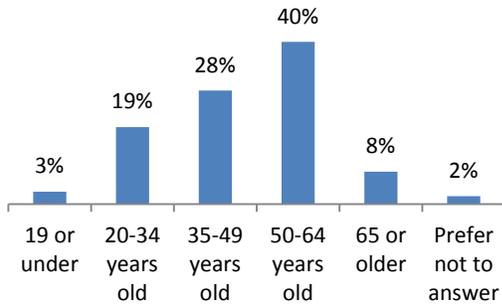


Source: American Customer Satisfaction Index

Note: The number of responses may vary for each question due to changes made to questions during the timeframe.

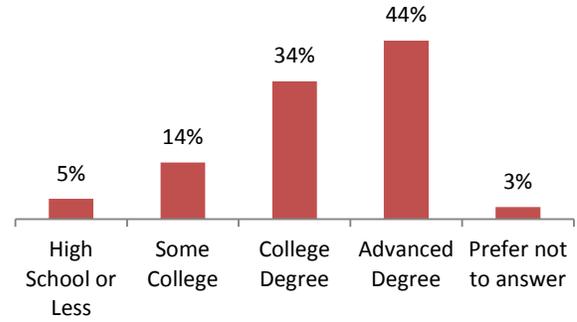
### Age

Jan. 1, 2012 – Dec. 31, 2012  
N=42,907



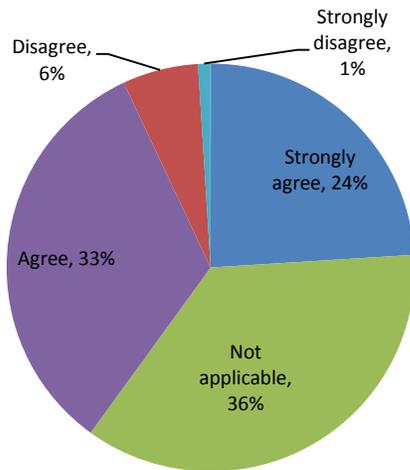
### Education

Jan. 1, 2012 – Dec. 31, 2012  
N=42,907



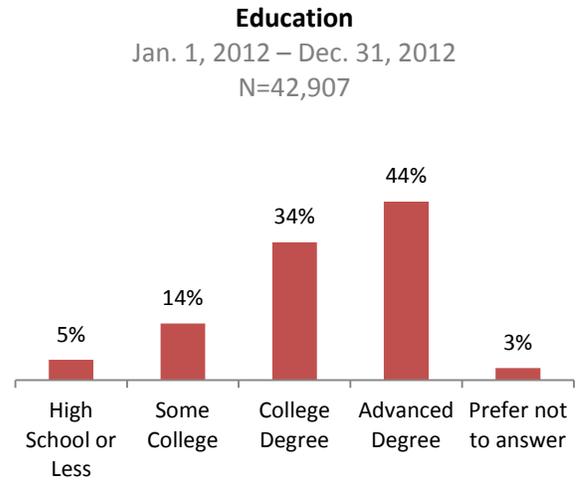
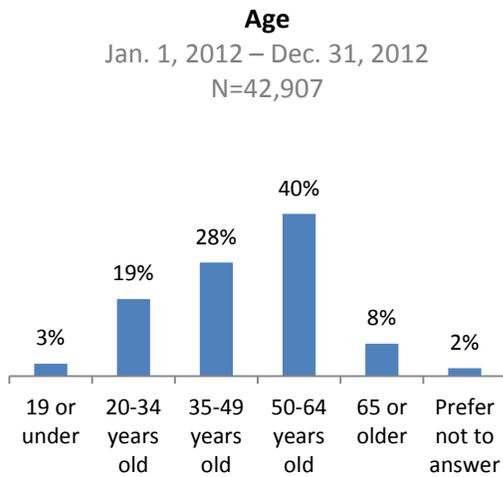
**Based on the information you found, how likely are you to make changes to your lifestyle to improve your health?**

January 1, 2012 - December 28, 2012  
N=11,329



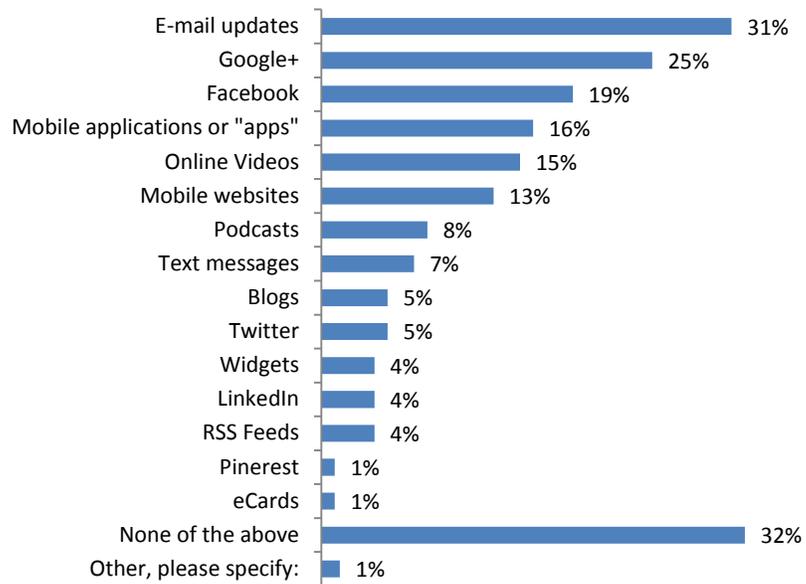
Source: American Customer Satisfaction Index

Note: The number of responses may vary for each question due to changes made to questions during the timeframe.



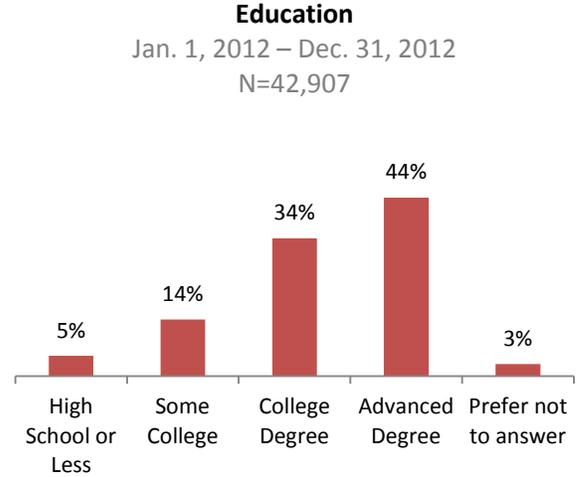
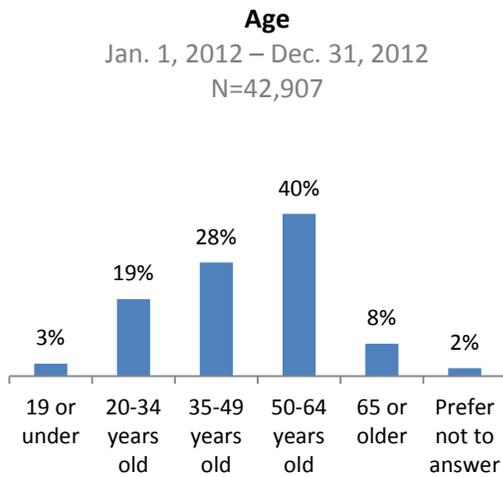
### Would you access information from CDC through other electronic channels or devices? (Please select all that apply):

January 1, 2012, – December 31, 2012  
N=42,907



Source: American Customer Satisfaction Index

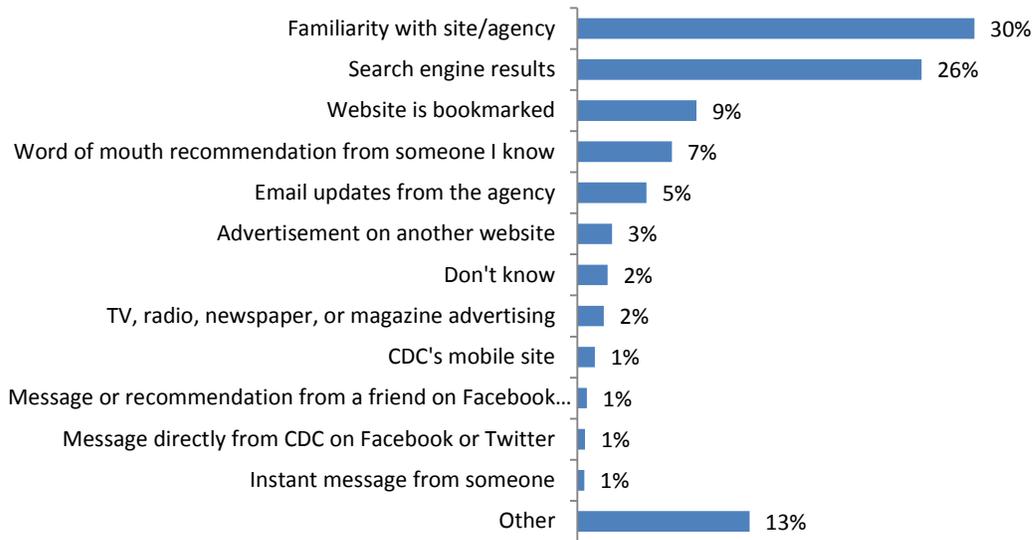
Note: The number of responses may vary for each question due to changes made to questions during the timeframe.



### Which of the following sources drove you to visit the site today?

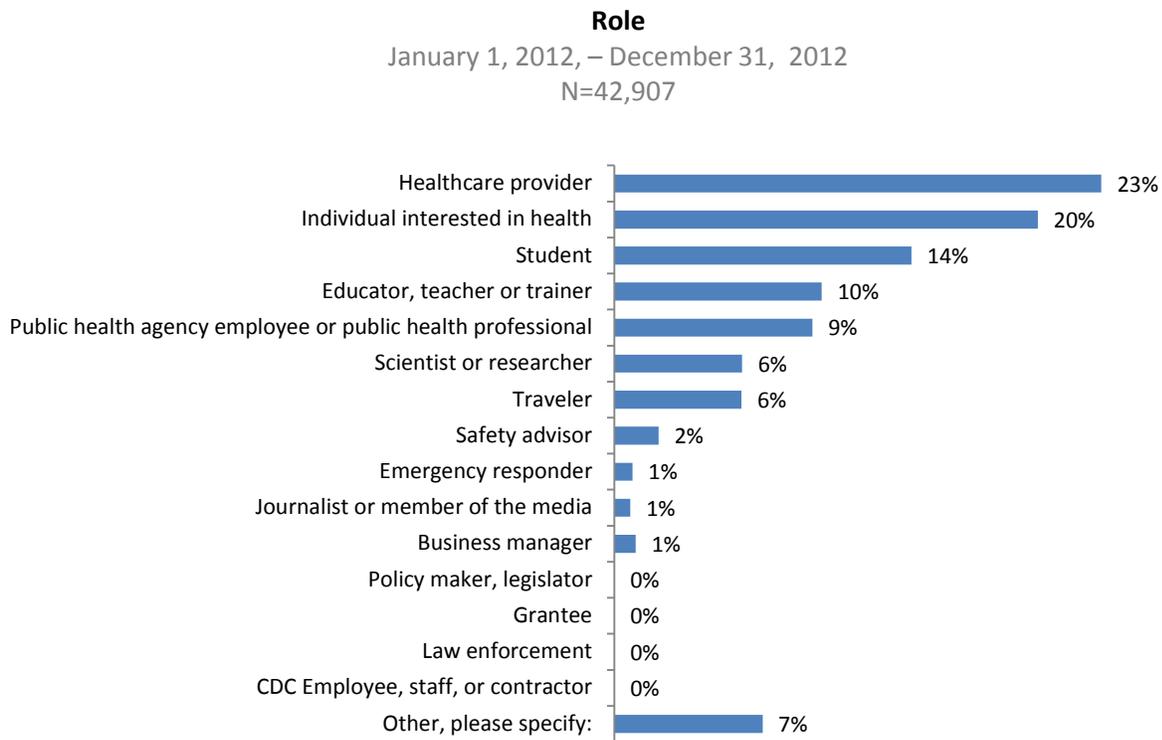
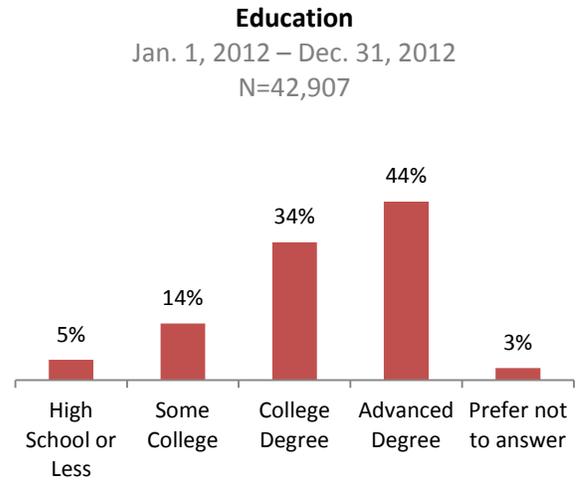
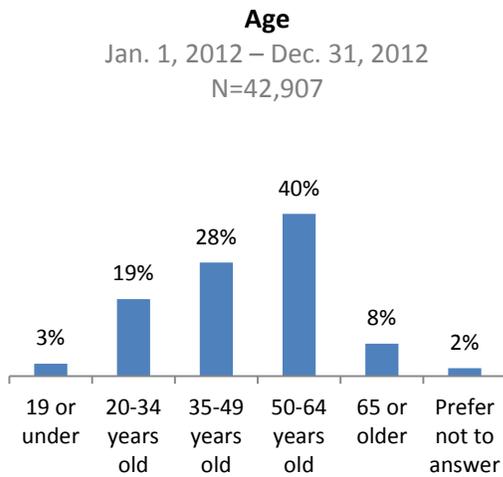
January 1, 2012, – December 31, 2012

N=42,906



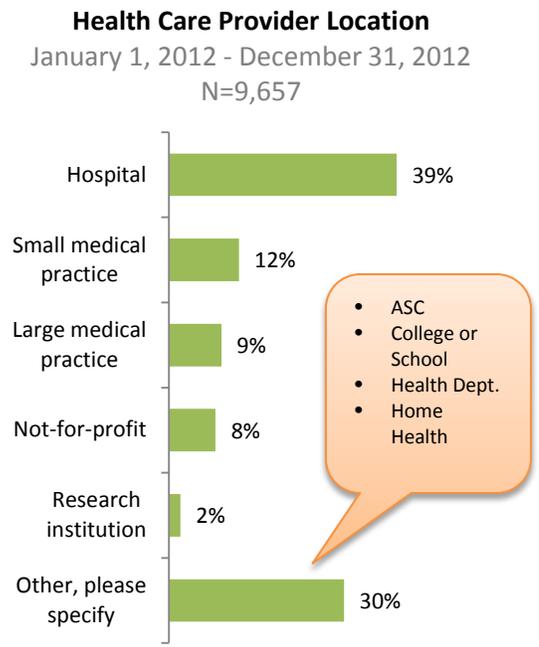
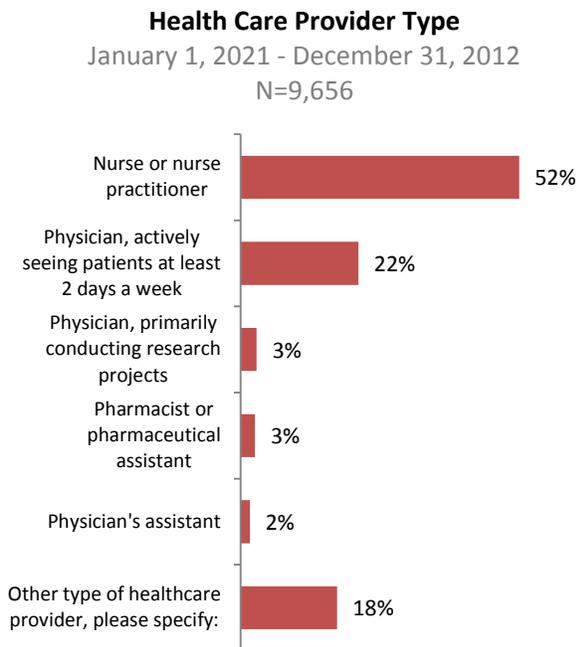
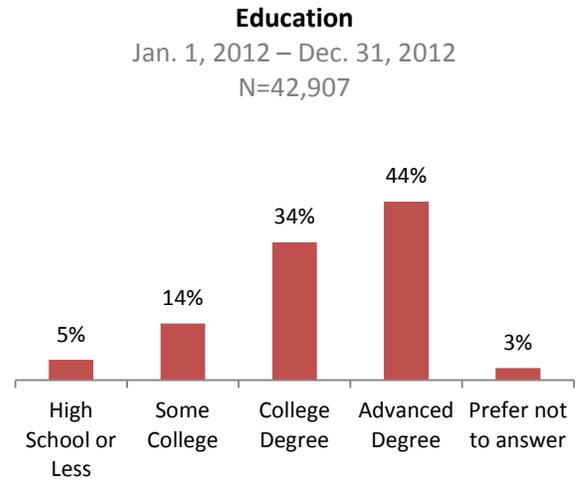
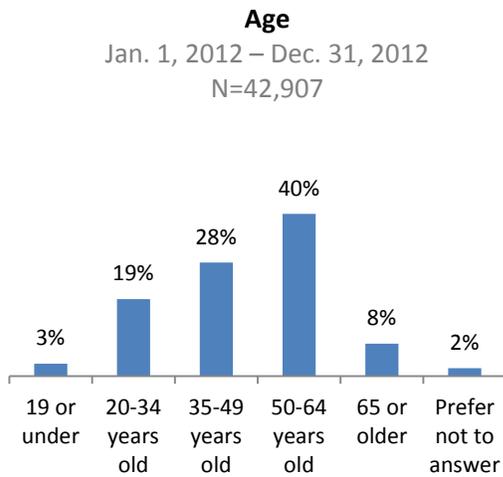
Source: American Customer Satisfaction Index

Note: The number of responses may vary for each question due to changes made to questions during the timeframe.



Source: American Customer Satisfaction Index

Note: The number of responses may vary for each question due to changes made to questions during the timeframe.

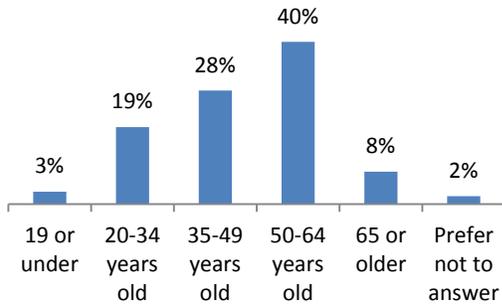


Source: American Customer Satisfaction Index

Note: The number of responses may vary for each question due to changes made to questions during the timeframe.

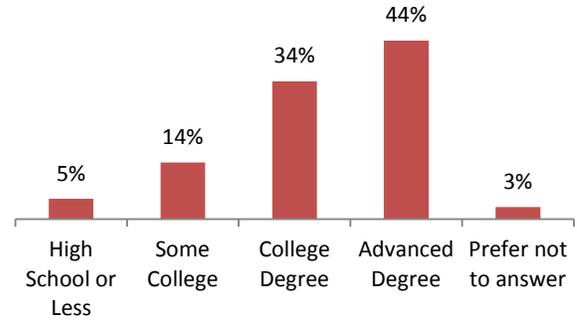
### Age

Jan. 1, 2012 – Dec. 31, 2012  
N=42,907



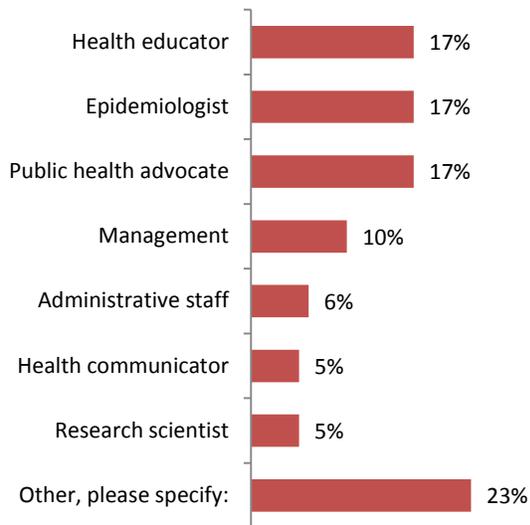
### Education

Jan. 1, 2012 – Dec. 31, 2012  
N=42,907



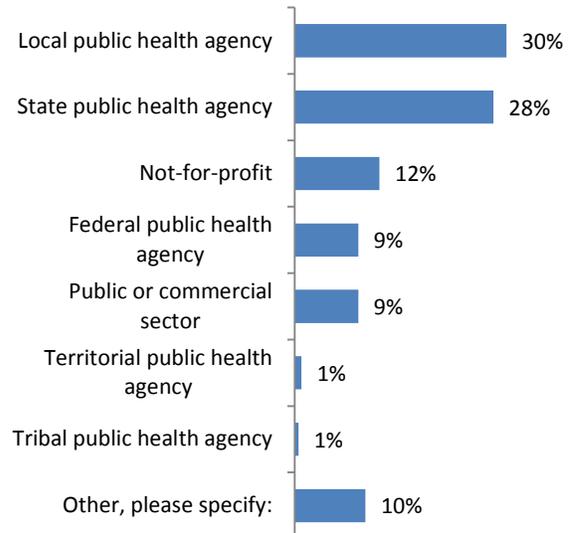
### Public Health Provider Type

January 1, 2012 - December 31, 2012  
N=3,677



### Public Health Provider Location

January 1, 2012 - December 31, 2012  
N=3,678



Source: American Customer Satisfaction Index

Note: The number of responses may vary for each question due to changes made to questions during the timeframe.