

CDC.gov Satisfaction Data American Customer Satisfaction Index

2014 Satisfaction Report

Summary:

The following report includes satisfaction data from 39,696 users who responded to CDC.gov's survey between January 1, 2014, and December 31, 2014. During this timeframe, CDC received a satisfaction rating of 83 (on a scale of 100). As such, CDC is classified as a "top performer" by the American Customer Satisfaction Index. In Q4 of 2014:

- CDC.gov received a satisfaction score of an 83, while the average for Federal websites was 75.1.
- CDC.gov was ranked 3rd in customer satisfaction for all Federal Portals/Department Main Sites.
- For the full Q4 report, visit: <http://www.foresee.com/assets/foresee-egov-index-q4-2014.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.

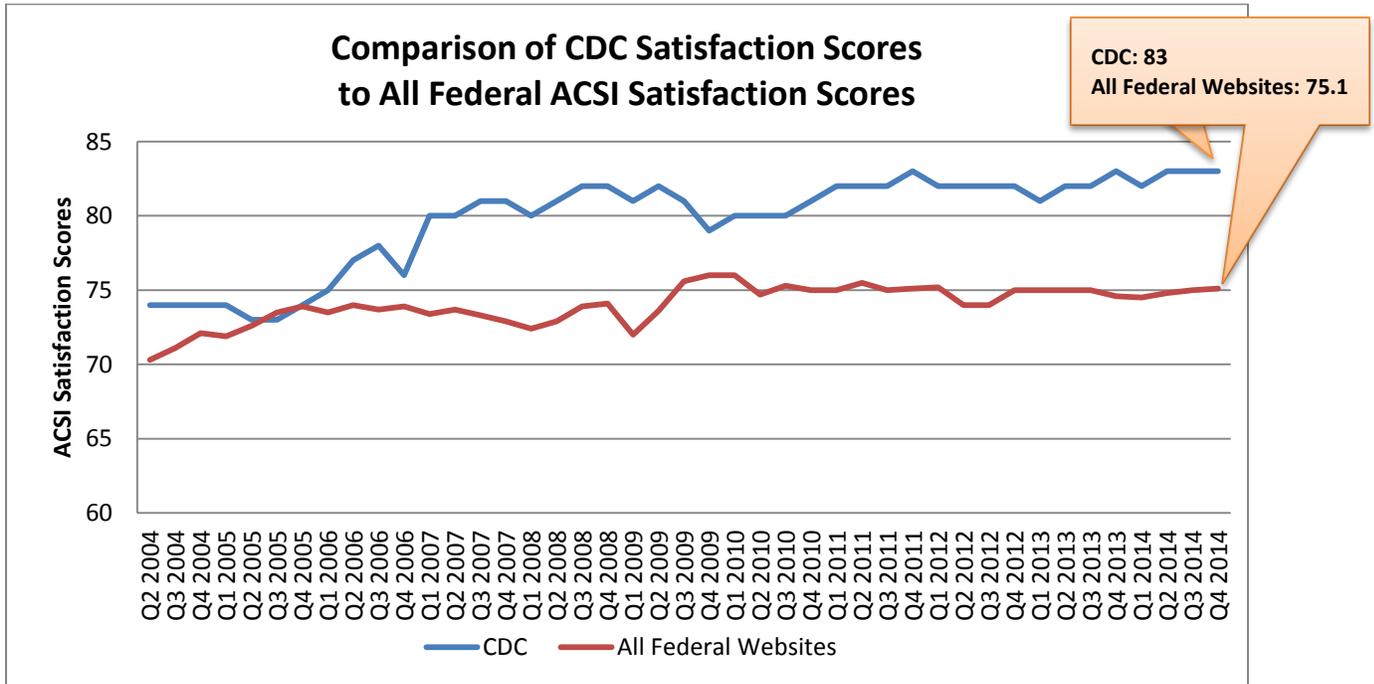
Report:

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

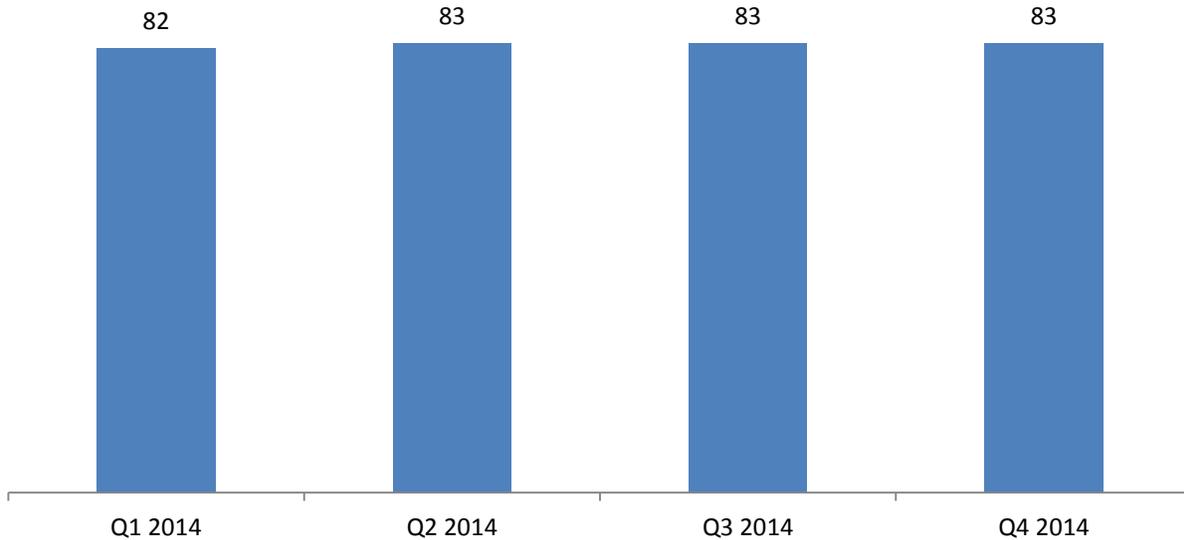
CDC.gov Satisfaction Data

January 1, 2014 – December 31, 2014

Satisfaction = 83, N=39,696



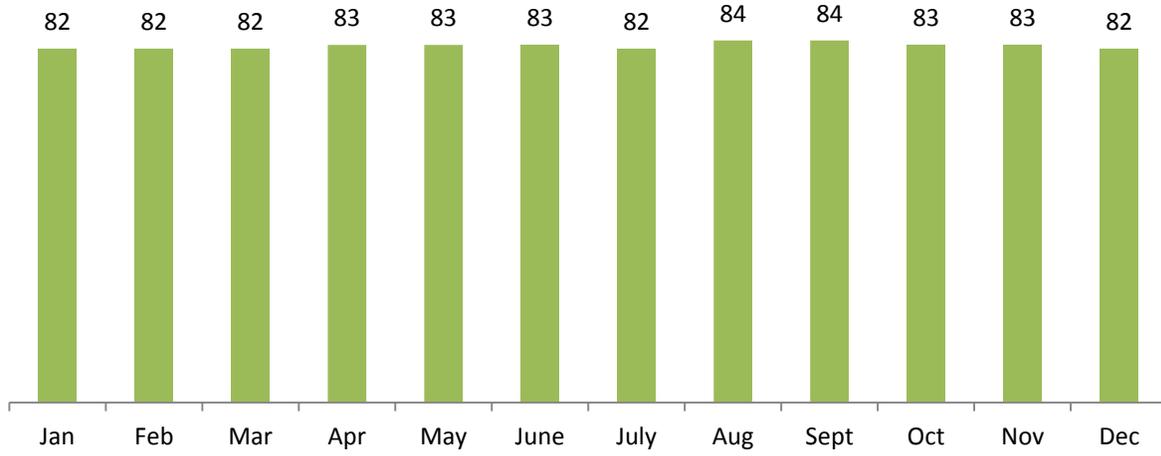
CDC Satisfaction Score by Quarter (2014)



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 Month (2014)



Priority Map not available

Snapshot of Key Demographics

January 1, 2014 – December 31, 2014

N=39,696

From January 1, 2014 – December 31, 2014, 90,795 users were presented with the ACSI Survey. Of those presented, 39,696 (43.7%) took the survey.

Role

- Healthcare Providers: 27%
- Individuals Interested in Health: 19%
- Students: 12%
- Educators: 10%
- Public Health Professional: 8%
- Scientist or Researcher: 6%
- Other: 7%

Users were primarily looking for:

- Diseases and Conditions: 39%
- Outbreaks: 13%
- Healthy Living: 10%

Successfully find what they are looking for: 88% (yes 69%, partially 19%)

Frequent users: 54% (Monthly 23%, Weekly 24%, Daily 7%)

Middle-aged, 35 – 64: 68%

College degree: 78% (College Degree 33%, Advanced Degree 45%)

Gender

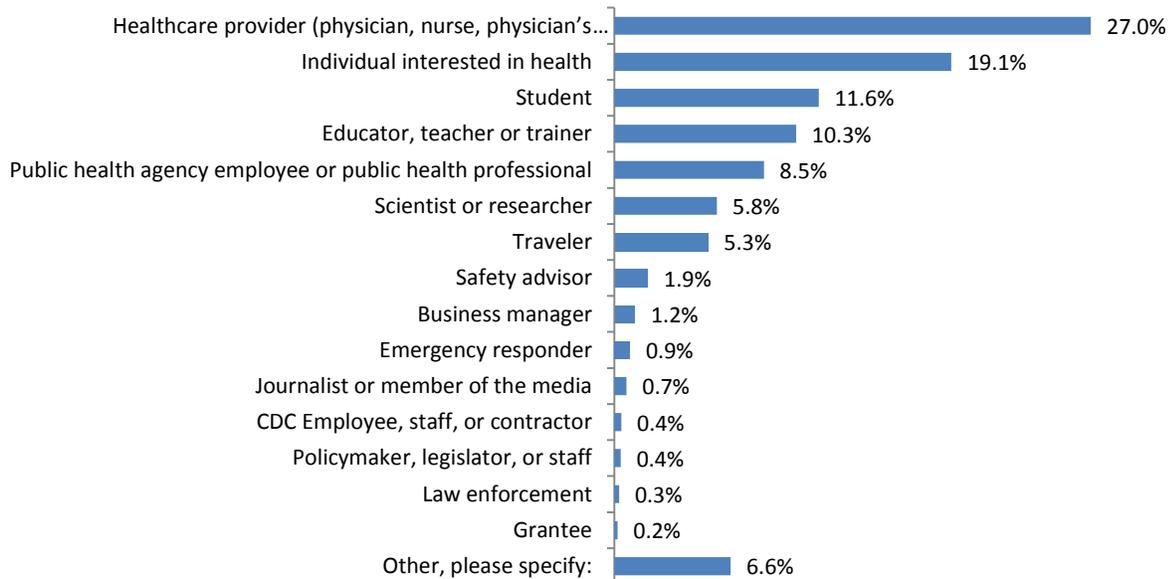
- Female: 63%
- Male: 33%
- Prefer not to answer or Transgender: 4%

Who Took the Survey?

Role

January 1, 2014, – December 31, 2014

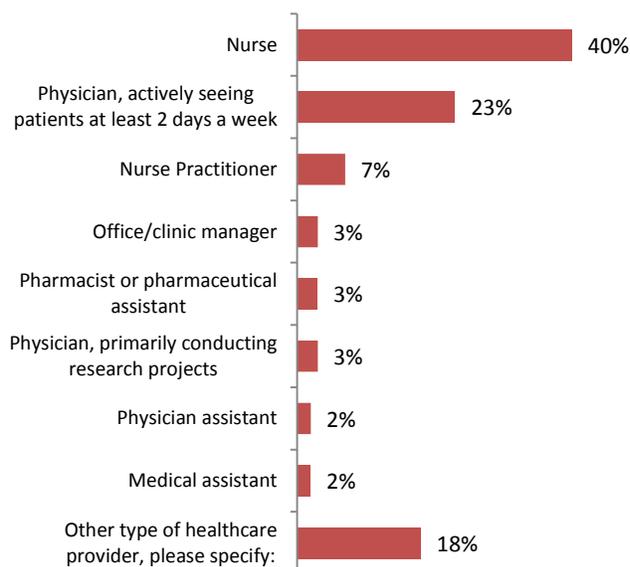
N=39,696



Health Care Provider Type

January 1, 2014 - December 31, 2014

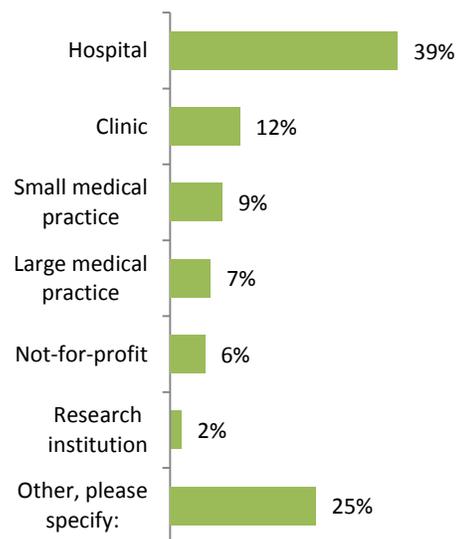
N=10,719



Health Care Provider Location

January 1, 2014 - December 31, 2014

N=10,719

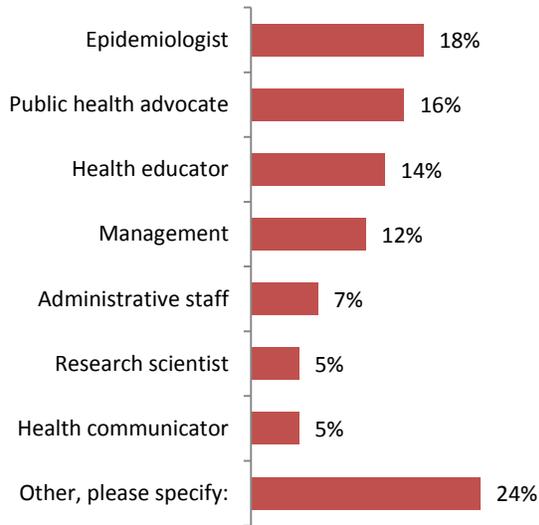


Source: American Customer Satisfaction Index

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

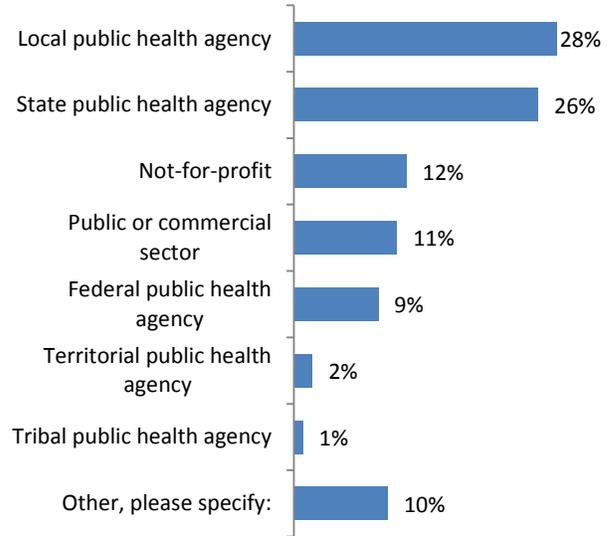
Public Health Provider Type

January 1, 2014 - December 31, 2014
N=3,366



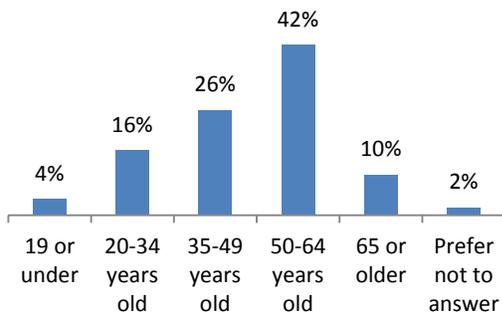
Public Health Provider Location

January 1, 2014 - December 31, 2014
N=3,366



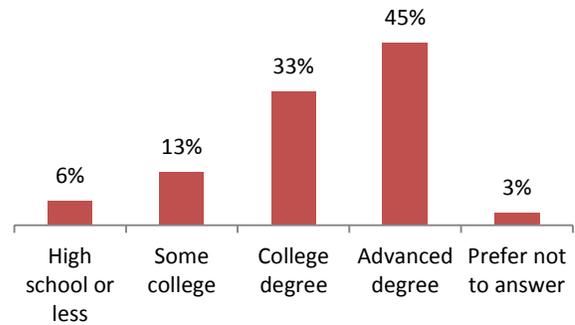
Age

Jan. 1, 2014 – Dec. 31, 2014
N=39,696



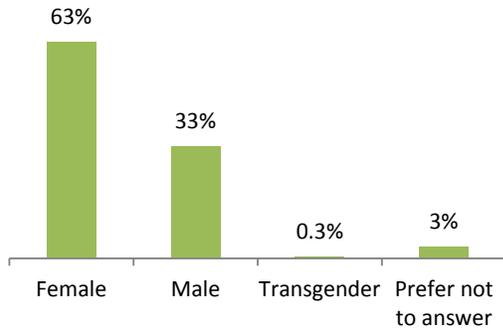
Education

Jan. 1, 2014 – Dec. 31, 2014
N=39,696



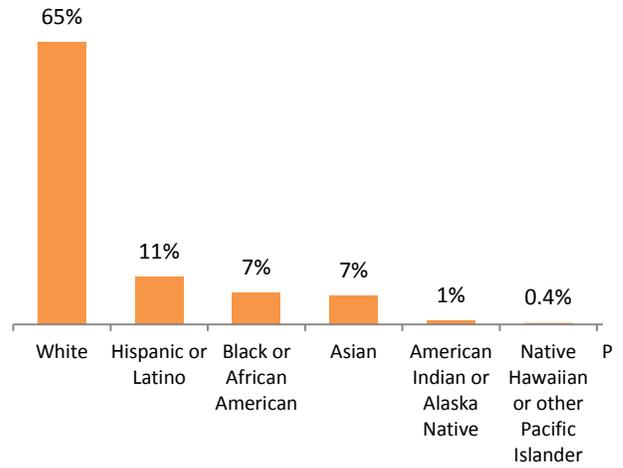
Gender

Jan. 1, 2014 - Dec. 31, 2014
N=39,696



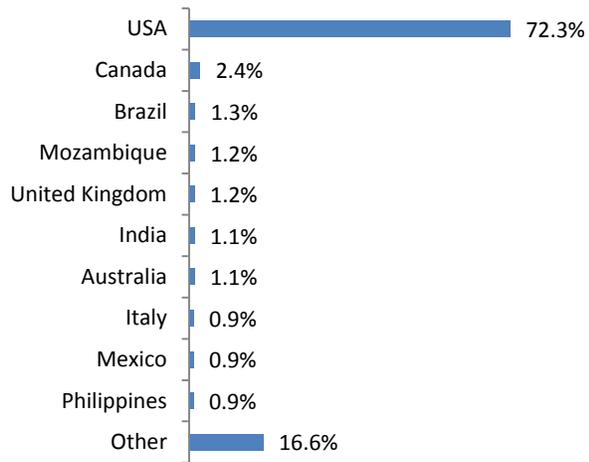
Ethnicity

Jan. 1, 2014 – Dec. 31, 2014
N=39,696



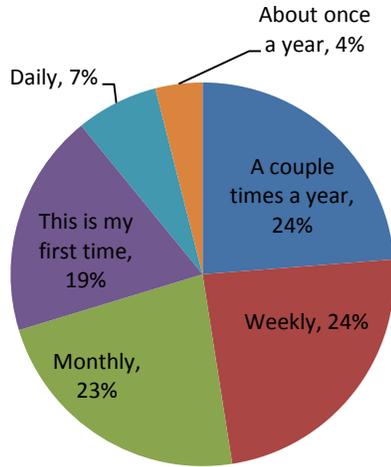
Country

Jan. 1, 2014 - Dec. 31, 2014
N=39,696



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

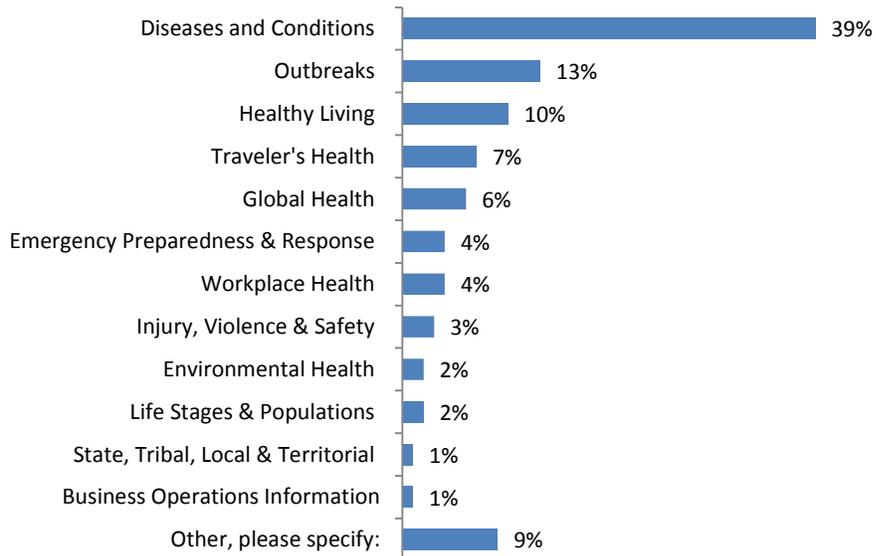
January 1, 2014 - December 31, 2014
N=39,696



What Were They Looking For?

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

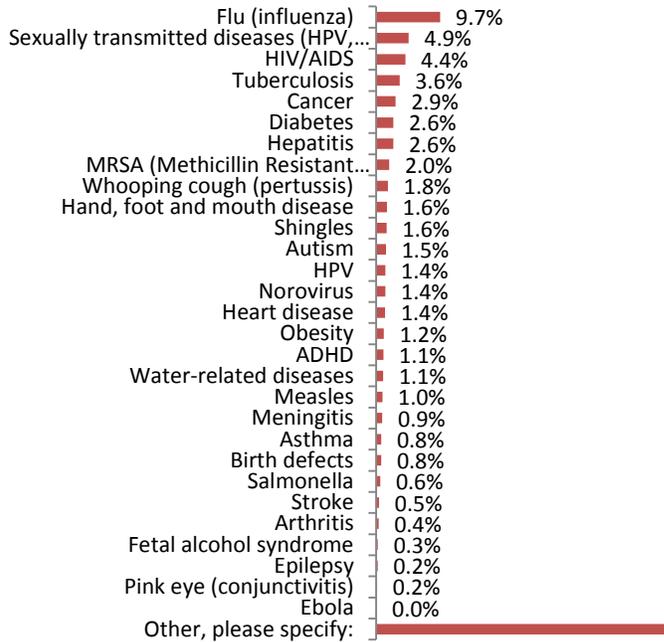
January 1, 2014, – December 31, 2014
N=39,696



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

Jan. 1, 2014 – Dec. 31, 2014

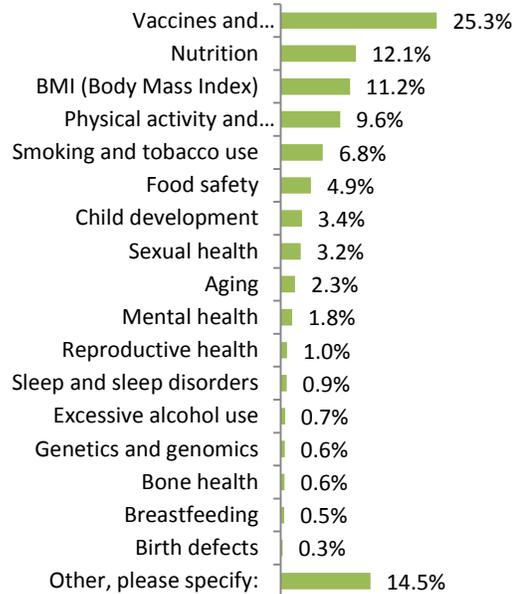
N=15,295



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

Jan. 1, 2014 – Dec. 31, 2014

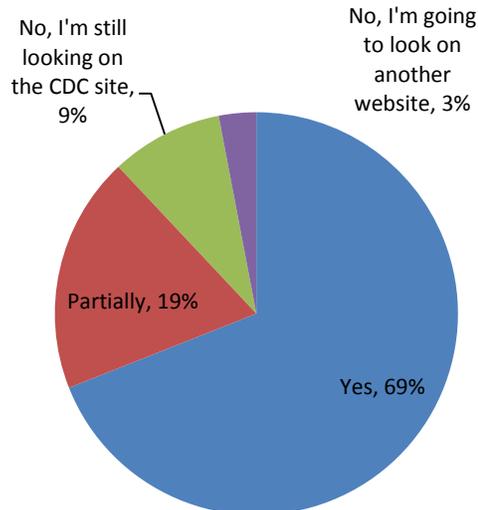
N=4,127



Were you able to find what you were looking for?

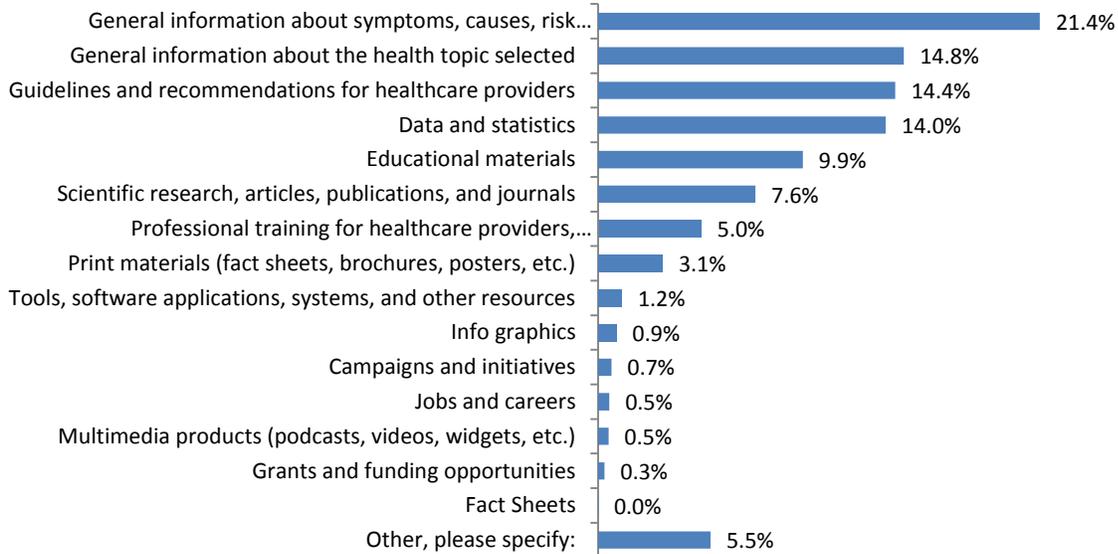
January 1, 2014 - December 31, 2014

N=39,696



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

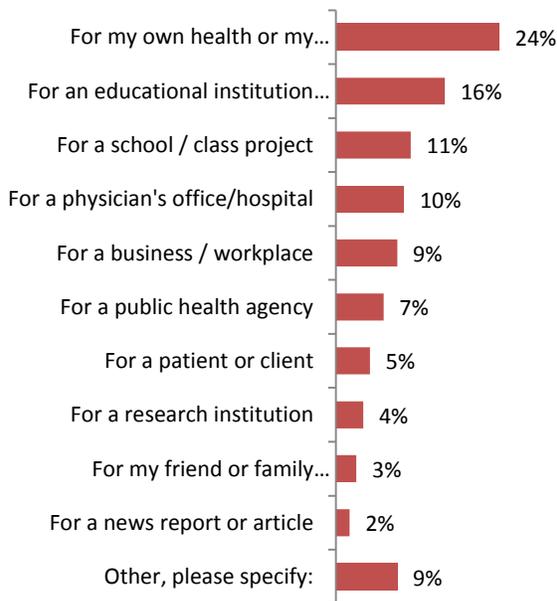
January 1, 2014, – December 31, 2014
N=39,696



How Do They Plan to Use the Info?

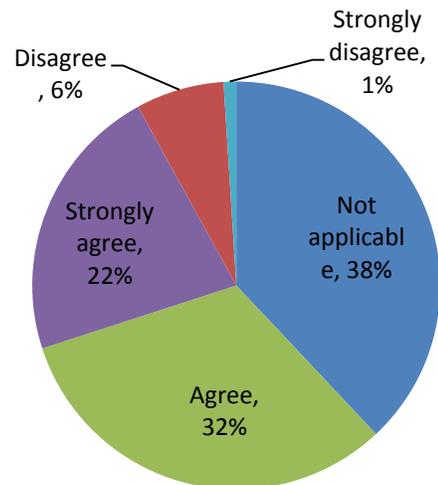
I'm planning to use the information I found today:

January 24, 2014 - December 31, 2014
N=39,696



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

January 1, 2014 - December 28, 2014
N=9,539

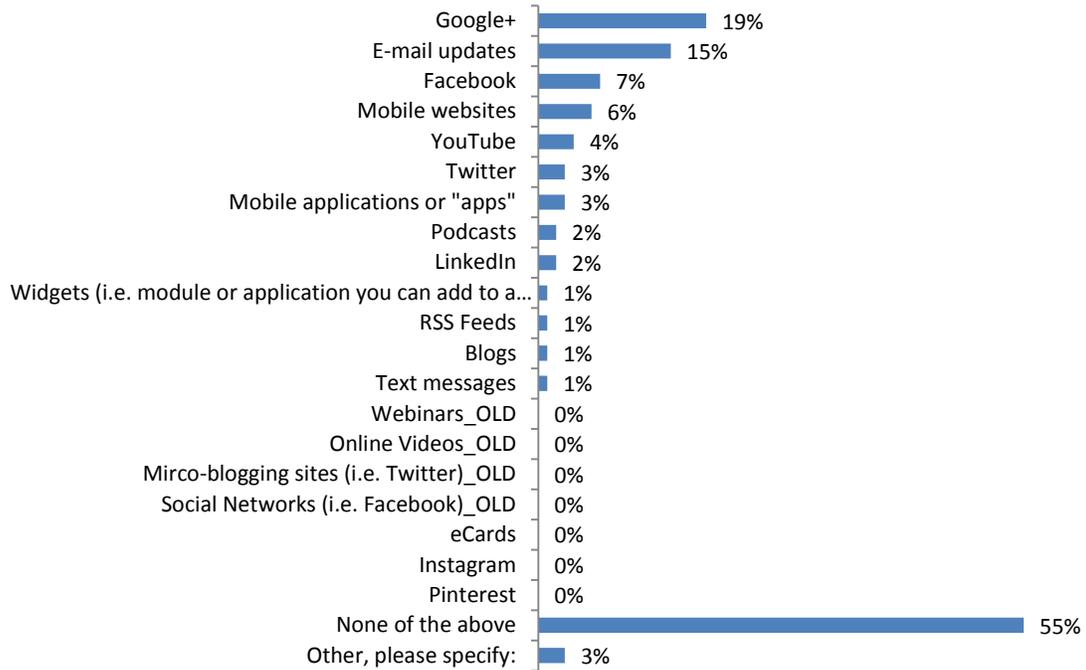


How Do They Access Our Info?

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

January 1, 2014, – December 31, 2014

N=49,822



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

January 1, 2014, – December 31, 2014

N=39,614

