

CDC Centers for Disease Control and Prevention
Your Online Source for Credible Health Information

A-Z Index: A B C D E F G H I J K L M N O P Q R S T U V W X Y Z #

Stop Ticks

Reduce Your Risk of Tick-borne Disease **GO >>**

Public Health Data & Statistics

Adults* with fair or poor health, by hearing status, 2000-2006

Hearing Status	Percentage
All Adults	12.1%
Good Hearing	10.5%
A Little Trouble Hearing	17.5%
Deaf or a Lot of Trouble Hearing	28.9%

*Age-adjusted percentage of adults in the United States aged 18 years and older

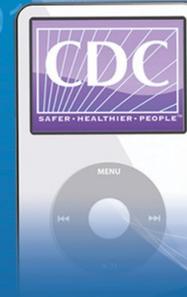
Click image for more information

Health & Safety Topics

- Diseases & Conditions**
ADHD, Birth Defects, Cancer, Diabetes, Fetal Alcohol Syndrome, Flu, Hepatitis, HIV/AIDS, STDs...
- Healthy Living**
Bone Health, Physical Activity, Immunizations, Genetics, Sexual Health, Smoking Prevention...
- Emergency Preparedness & Response**
Bioterrorism, Chemical & Radiation Emergencies, Severe Weather...
- Injury, Violence & Safety**
Brain Injury, Child Abuse, Falls, Fires, Food Safety, Poisoning, Suicide, Youth Violence...
- Environmental Health**
Air Pollution, Carbon Monoxide, Lead, Mold, Water Quality, Climate Change...
- Travelers' Health**
Destinations, Outbreaks, Travel Vaccinations, Yellow Book...



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Understanding CDC.gov Users

What you need to know

Ohio.gov Ohio Department of Health

Investigation of Outbreak of Infections Caused by Salmonella Saintpaul

Cases linked to the outbreak...
Salmonella...
as of August 25, 2008, 9pm EDT

385.7300
cariwolfso@usabio.com

Volts on Focus on U

Good nutrition is vital to good health!

CDC's Latest Blog Entry (Subscribe to this Blog)
Teaming Up to Protect Young Athletes (view more)
Focus on Preventing Falls (view more)
Injury to Kids in for Class 1 on Thanksgiving (view more)
I got hit in the face... Can an injury be fatal? (view more)
Emergency Planner: Tips If You're Pregnant or Have Young Children (view more)
[View All Blog Entries]

About CDC

Infectious disease, global climate change, terrorism, an aging population, E. coli, obesity, heart disease, cancer, injury and disability -- CDC, the nation's premier public health agency, is on the front lines of health protection to meet the challenges of these and other urgent threats and urgent realities of the 21st century. Our world class scientists, researchers, program and field staff, and communicators work everyday to help ensure life better for all people in the United States and across the globe.



Know Your HIV Status?

To find HIV Test Centers near you:
Text: Your Zip Code
To: KnowIt or 566948

www.hivtest.org

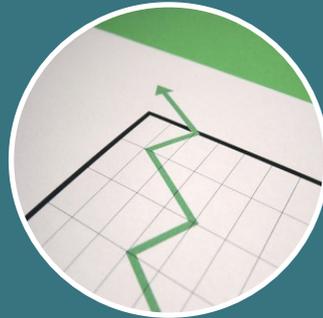


Our Philosophy



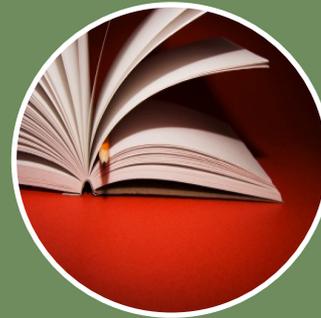
USER CENTERED

- User centered design involves users in ***design, testing, and evaluation*** processes.



PERFORMANCE DRIVEN

- Performance driven design produces systems that are ***measurably easier to use.***



RESEARCH BASED

- Research based design elicits an increase in ***user performance, satisfaction and usability.***



COLLABORATION RICH

- Decisions will be made with cross agency input and collaboration.



- 1 Overview of ACSI
- 2 General Demographics
- 3 Reason for Visit
- 4 Ability to Find Information
- 5 Frequency of Use
- 6 Tailored to Health Needs
- 7 Role
- 8 Appendix (Glossary of Terms)



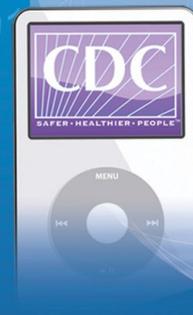
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Overview of ACSI

Overview of ACSI



Customer Satisfaction Survey
 FORESEE RESULTS

IF YOU ARE USING A SCREEN READER, PLEASE SELECT THIS LINK

Thank you for visiting our site. You have been randomly selected to take part in this survey to let us know what we are doing well and where we need to do better. Please take a minute or two to give us your opinions. The feedback you provide will help us enhance our site and serve you better in the future. All results are strictly confidential.

1: Please rate the quality of information on this site.

1=Poor 10=Excellent Don't Know

7 8 9 10 Don't Know

○ ○ ○ ○ ○

Quality of content on this site.

10=Excellent Don't Know

7 8 9 10 Don't Know

○ ○ ○ ○ ○

Confidence of the information on

10=Excellent

1 2 3 4 5 6 7 8 9 10 Don't Know

The CDC survey went live on October 8th, 2003. Since then we have collected more than **51,000** survey responses

Vital Statistics

Start of Data Collection:
 October 8th, 2003

Survey Placement:
 On many pages on the CDC.gov Web site

Reporting Period:
 October 4th, 2008 through January 31st, 2009

Surveys Completed: 4,042

Response Rate: 5.7%

Sampling Percentage: 0.3%

Loyalty Factor: 3 pages

Two types of Questions

1. Model Questions

Measures the performance of several components of the site, their impact on satisfaction, and in turn, satisfaction's impact on future behaviors.



2. Custom Questions

Provides information about key site audiences, but also allow for profiling each group, with respect to the performance of the site's components, satisfaction, and future behaviors. Custom questions include things such as role, primary reason for visiting the site, frequency of visits, age, gender, education, ethnicity, etc.

Model Questions



Content

Please rate the accuracy of information on this site.

Please rate the quality of information on this site.

Please rate the freshness of content on this site.

Functionality

Please rate the usefulness of the information provided on this site.

Please rate the convenience of the information on this site.

Please rate the ability to accomplish what you wanted to on this site.

Look and Feel

Please rate the ease of reading this site.

Please rate the clarity of site organization.

Please rate the clean layout of this site.

Navigation

Please rate the degree to which the number of steps it took to get where you want is acceptable.

Please rate the ability to find information you want on this site.

Please rate the clarity of site map/directory.

Please rate the ease of navigation on this site.

Search

Please rate the usefulness of search results on this site.

Please rate how this site provides comprehensive search results.

Please rate the organization of search results on this site.

Please rate how the search feature helps you to narrow the results to find the information you want.

Site Performance

Please rate the speed of loading the page on this site.

Please rate the consistency of speed on this site.

Please rate the reliability of site performance on this site.

Satisfaction

What is your overall satisfaction with this site?

How well does this site meet your expectations?

How does this site compare to your idea of an ideal website?

Likelihood to Return

How likely are you to return to this site?

Recommend

How likely are you to recommend this site to someone else?

Model Questions

Responses to these questions give us our overall satisfaction rating, as well as “impacts”.



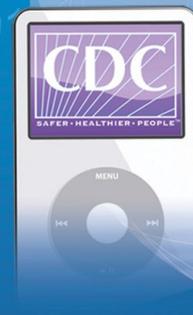
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Satisfaction Trends

Overall Satisfaction Rating



- Overall satisfaction for this reporting period increased by 1 point.
- There were no significant changes in element scores or in future behaviors.

Previous Period: **June 1, 2008 – September 30, 2008**

Elements	Score	Impact on Sat
Content	86	0.6
Functionality	84	1.7
Look and Feel	82	1.3
Navigation	79	1.1
Search	81	1.8
Site Performance	87	0.7



Customer Satisfaction
81



Number of respondents:
4417

Impact on Future Behavior		
Future Behaviors	Score	
Likelihood to Return	90	3.3
Recommend	88	4.0

Current Period: **October 4, 2008 – January 31, 2008**

Elements	Score	Impact on Sat
Content	87	0.8
Functionality	84	1.6
Look and Feel	82	1.2
Navigation	79	1.2
Search	81	1.6
Site Performance	87	0.7



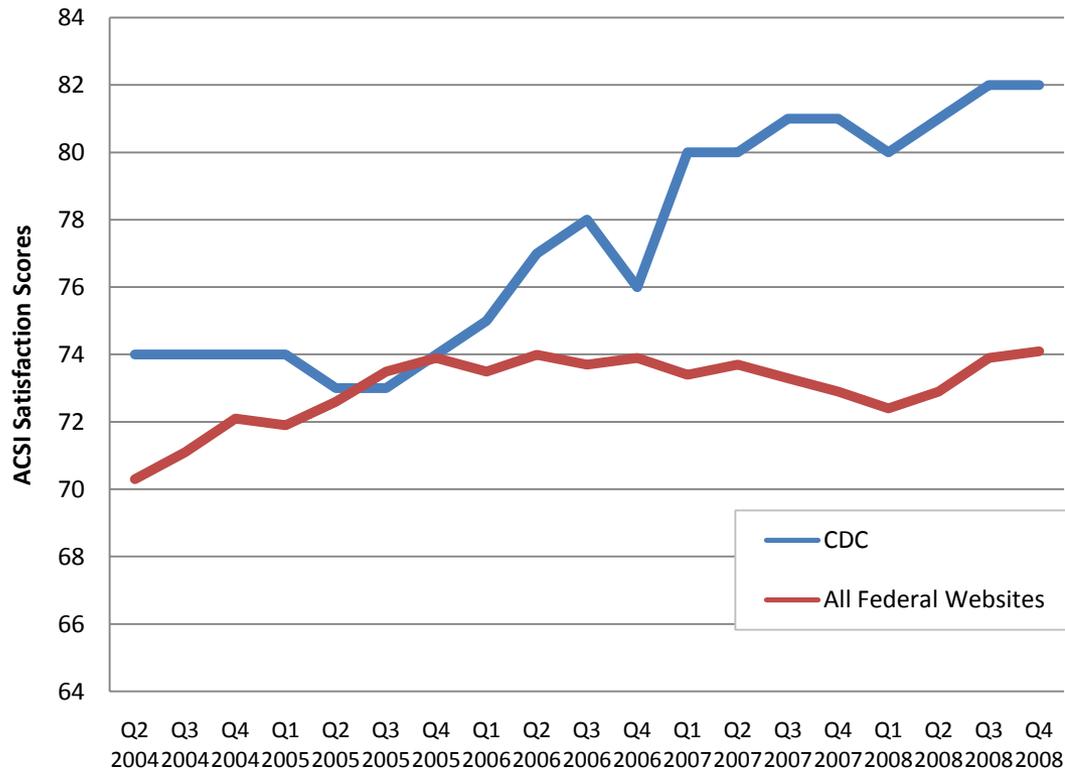
Customer Satisfaction
82



Number of respondents:
4043

Impact on Future Behavior		
Future Behaviors	Score	
Likelihood to Return	90	3.5
Recommend	88	4.0

Comparison of CDC Satisfaction Score to All Federal ACSI Satisfaction Scores

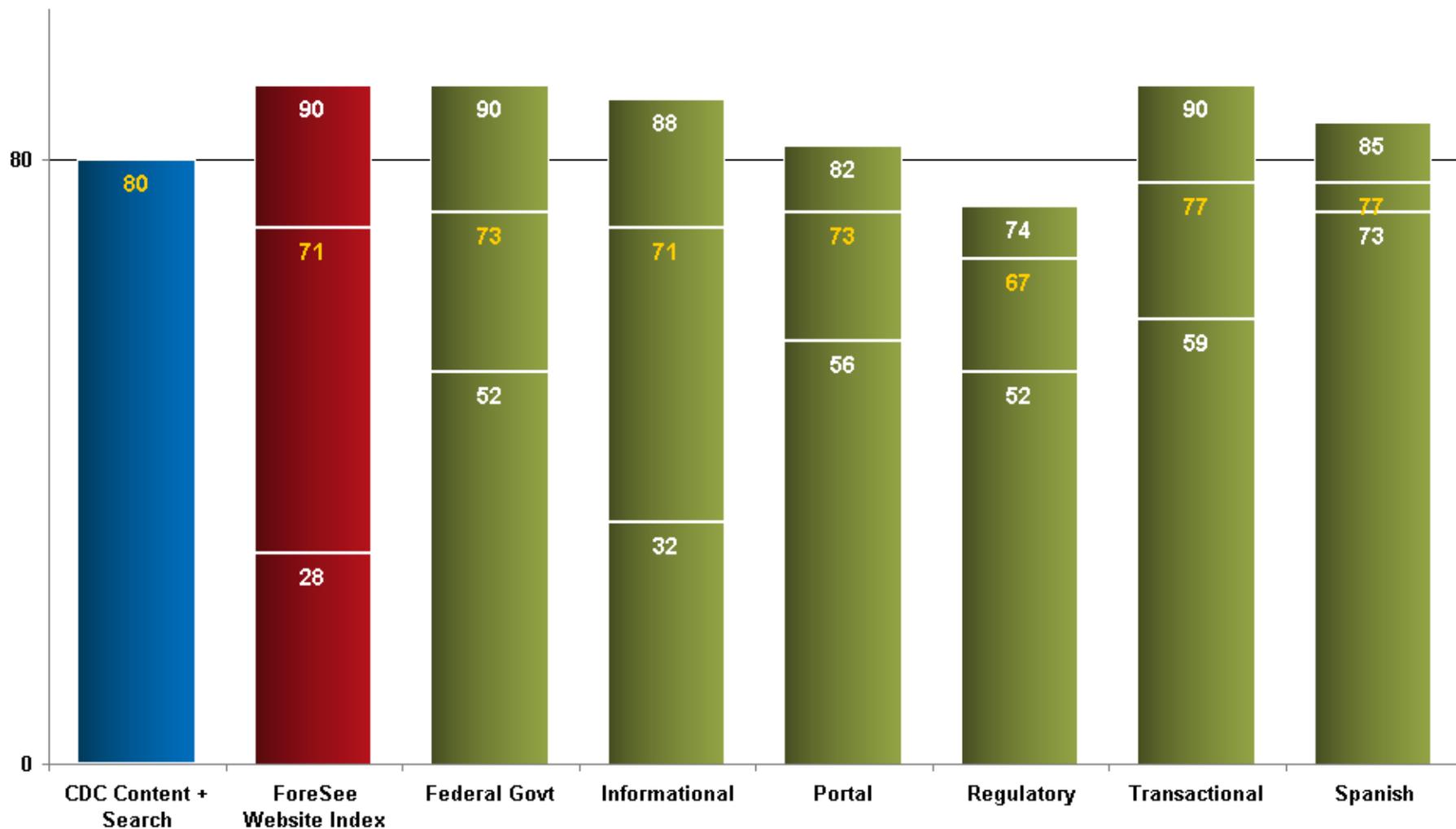


CDC.gov has the **2nd highest satisfaction rating** of all federal portal or department Web sites.

Source: American Customer Satisfaction Index (ACSI), Quarterly e-Gov Report, Feb. 3, 2009.

Source: American Customer Satisfaction Index (ACSI), Q2 2004 – Q4 2008

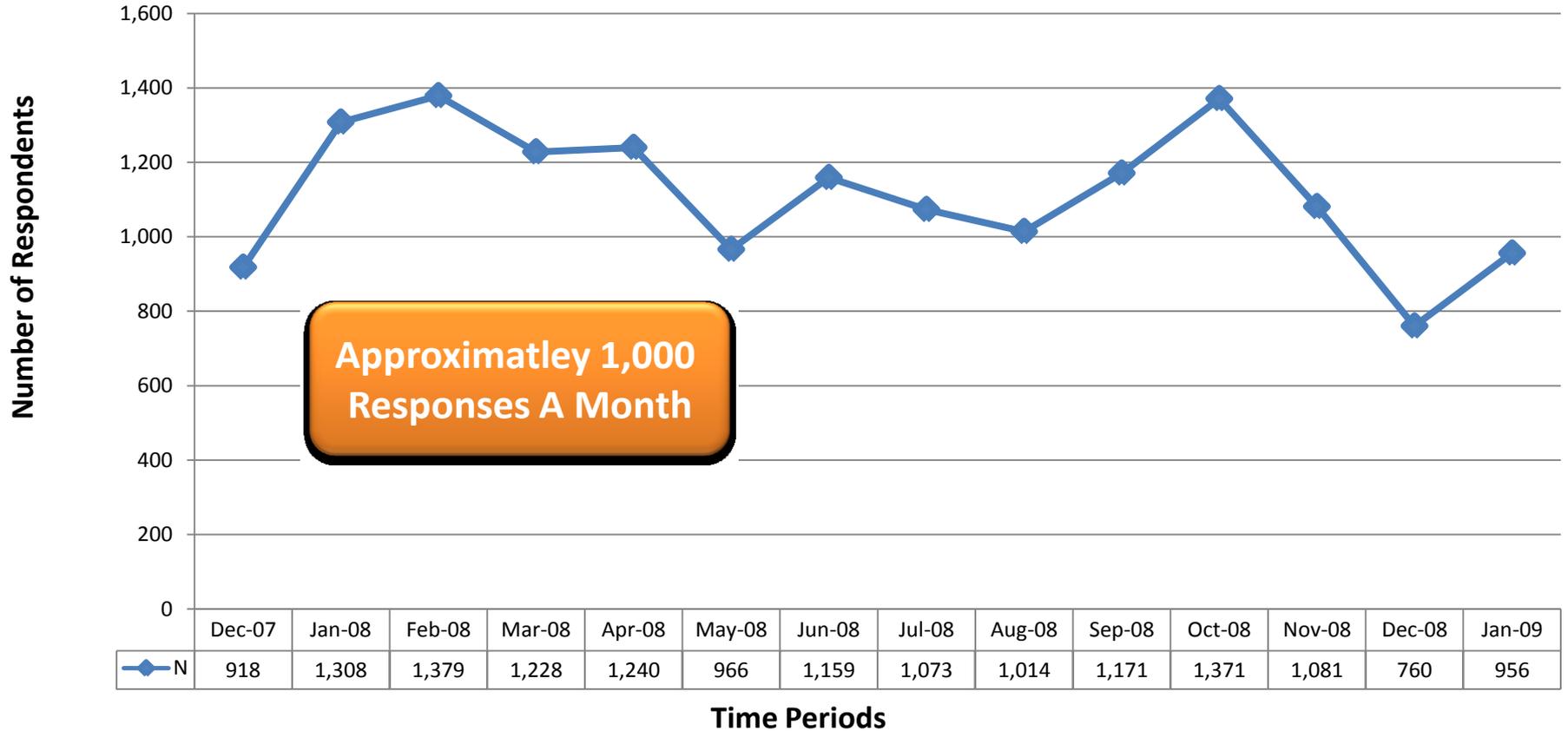
Benchmarks - Satisfaction by Industry



American Customer Satisfaction Index (ACSI) Number of Survey Respondents

December 2007 - January 2009

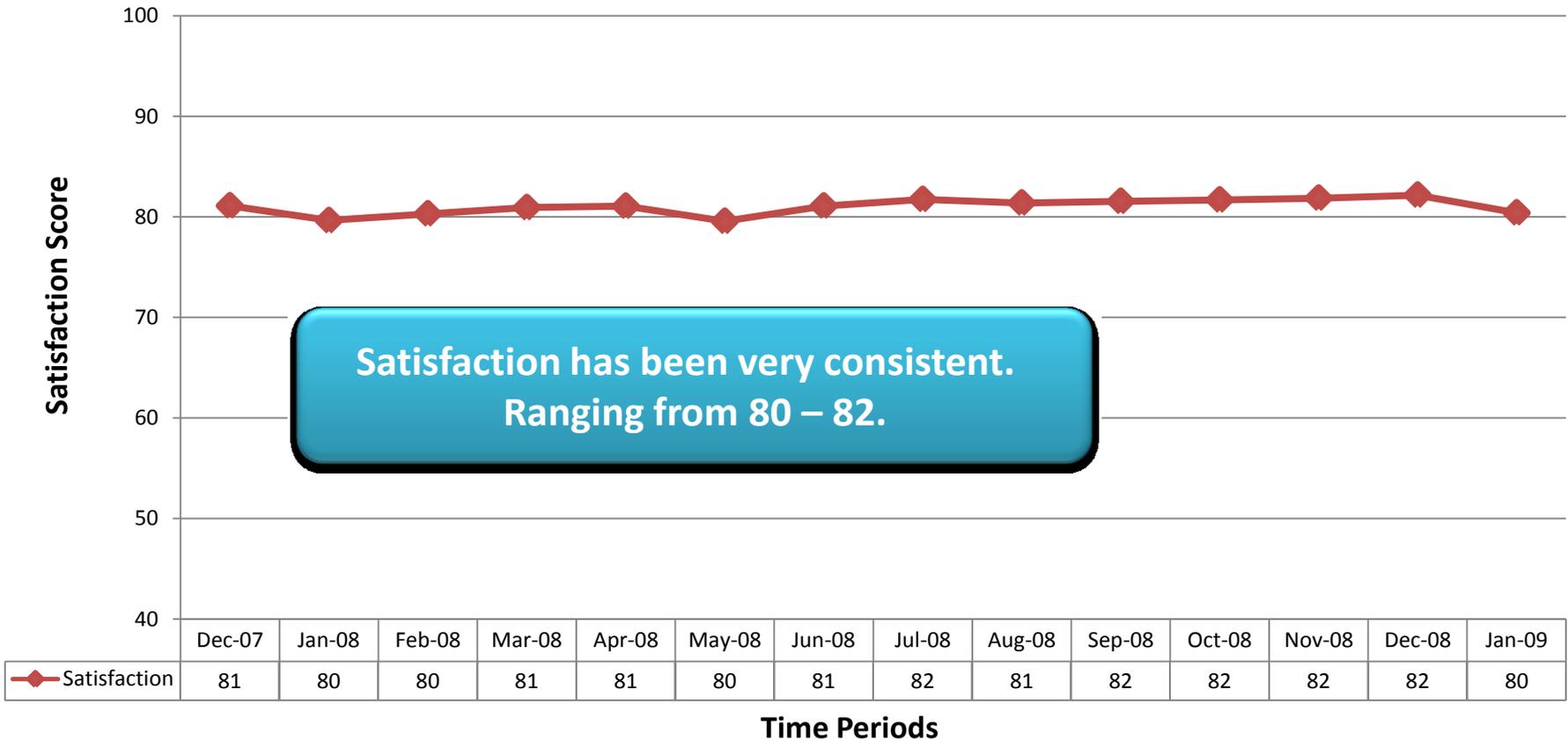
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American Customer Satisfaction Index (ACSI) Satisfaction Trendlines

December 2007 - January 2009

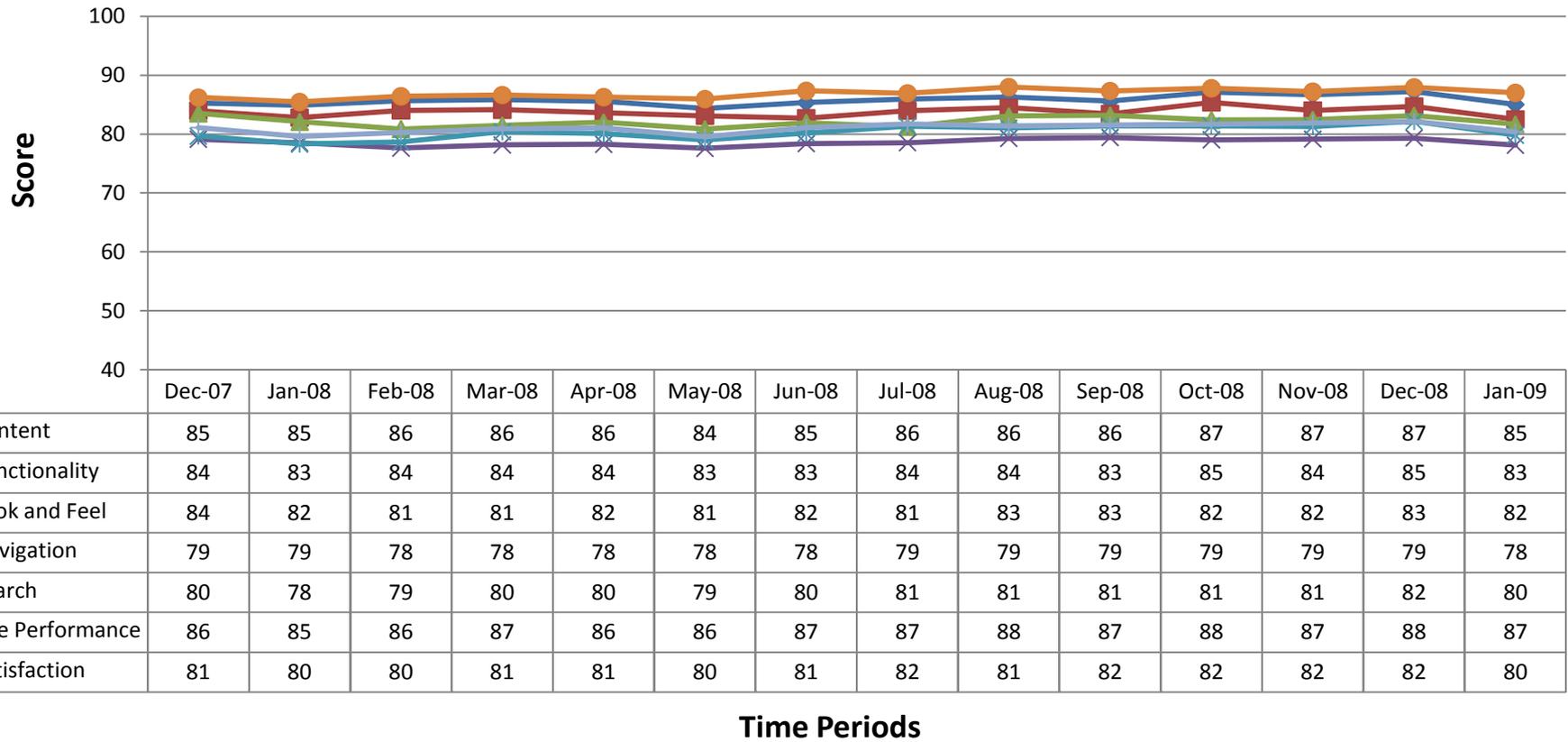
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American Customer Satisfaction Index (ACSI) Elements with Satisfaction Trendlines

December 2007 - January 2009

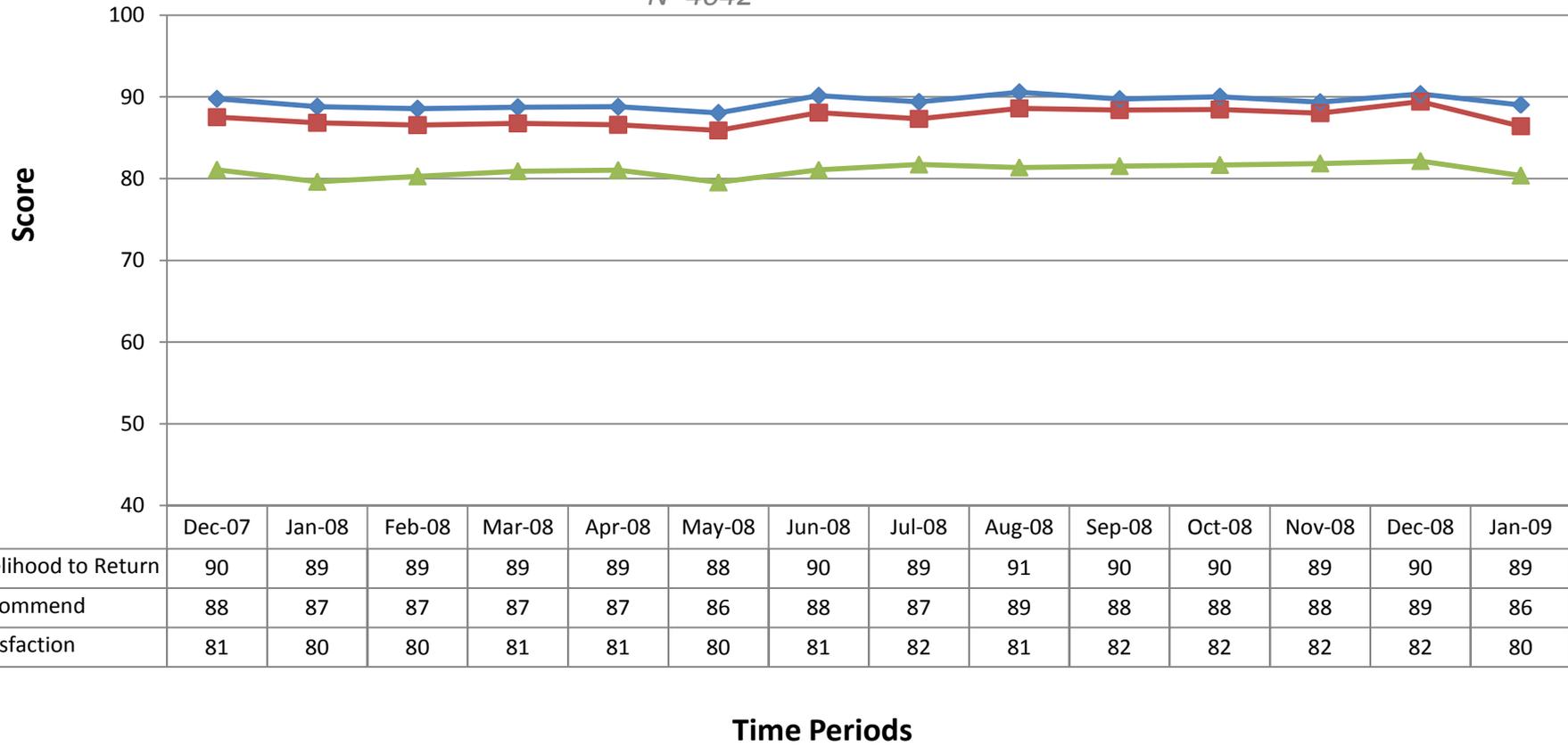
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American Customer Satisfaction Index (ACSI) Future Behaviors with Satisfaction Trendlines

December 2007 - January 2009

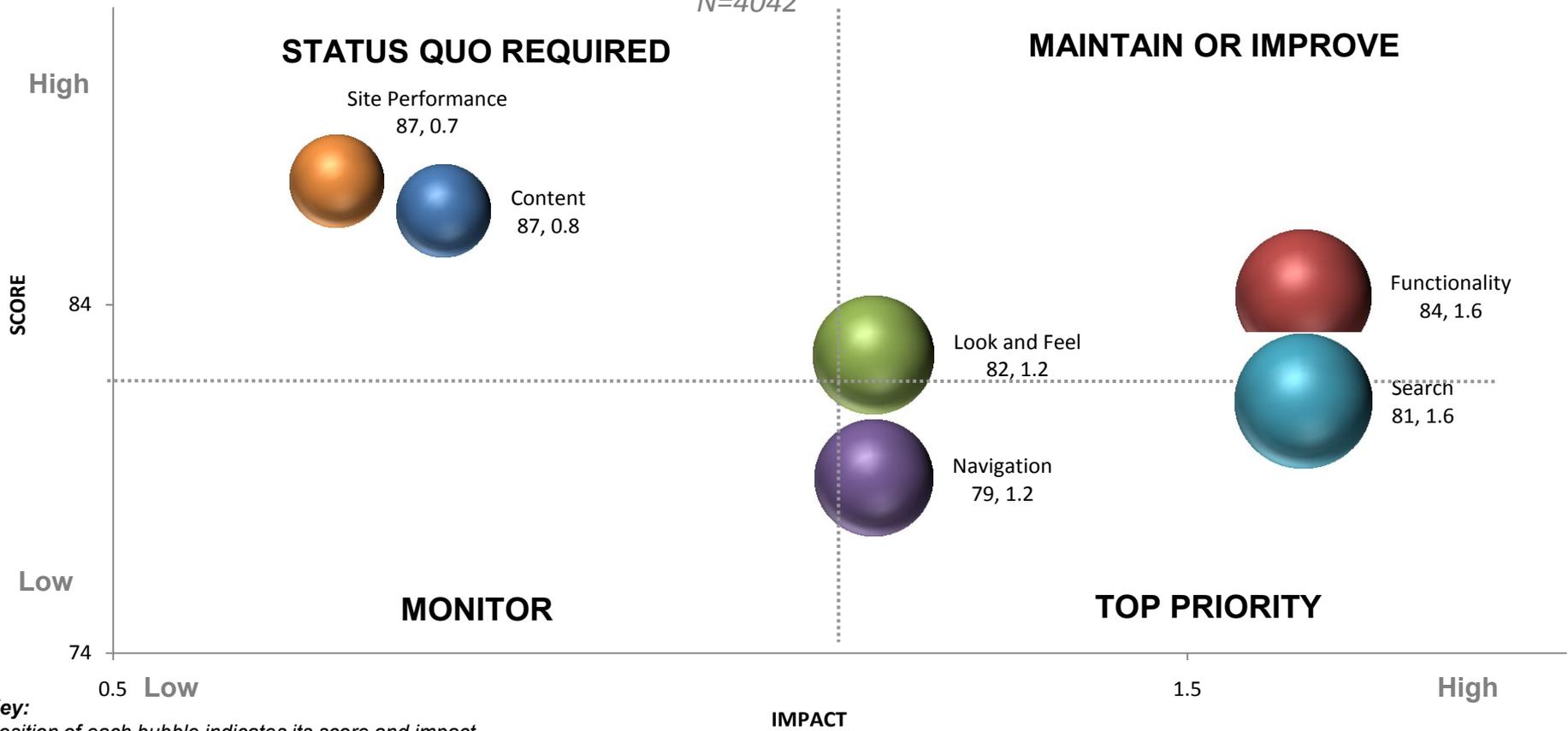
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American Customer Satisfaction Index (ACSI) Priority Map

October 04, 2008 - January 31, 2009

N=4042



Key:
 Position of each bubble indicates its score and impact
 Size of each bubble also indicates the relative size of impact



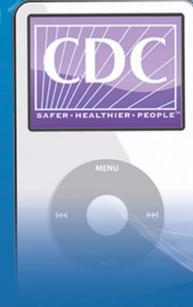
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Custom Questions

Purpose of Visit

- Which of the following best describes the reason for your visit today?
- Which of the following best describes the type of information you were looking for?
- Were you able to find what you were looking for?

New Media / Web 2.0 / Marketing Channels

- I would like to find health information on CDC.gov that is tailored to my individual health needs (i.e., vaccinations for my age, preventive screening test recommendations for my age, fitness benchmarks for getting started by age, etc):
- In the last three months, have you done any of the following: [Please select all that apply]:
- Which of the following items do you use on the CDC.gov website? [Please select all that apply]:
- Have you ever viewed CDC's Web site on your mobile phone or device?

User Profile

- How frequently do you use the CDC.gov Web site?
- Which best describes your role?
- How old are you?
- How would you describe yourself?
- What is the highest level of education you have completed?
- What is your gender?
- What is your country of residence?
- How did you find this site?
- Do you have any accessibility concerns with this site, such as small font sizes, color or contrast, or issues with your screen reader?
- What other Web sites do you use to find health information? What do you like about other Web sites that you would like to see on CDC.gov?



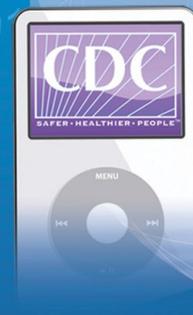
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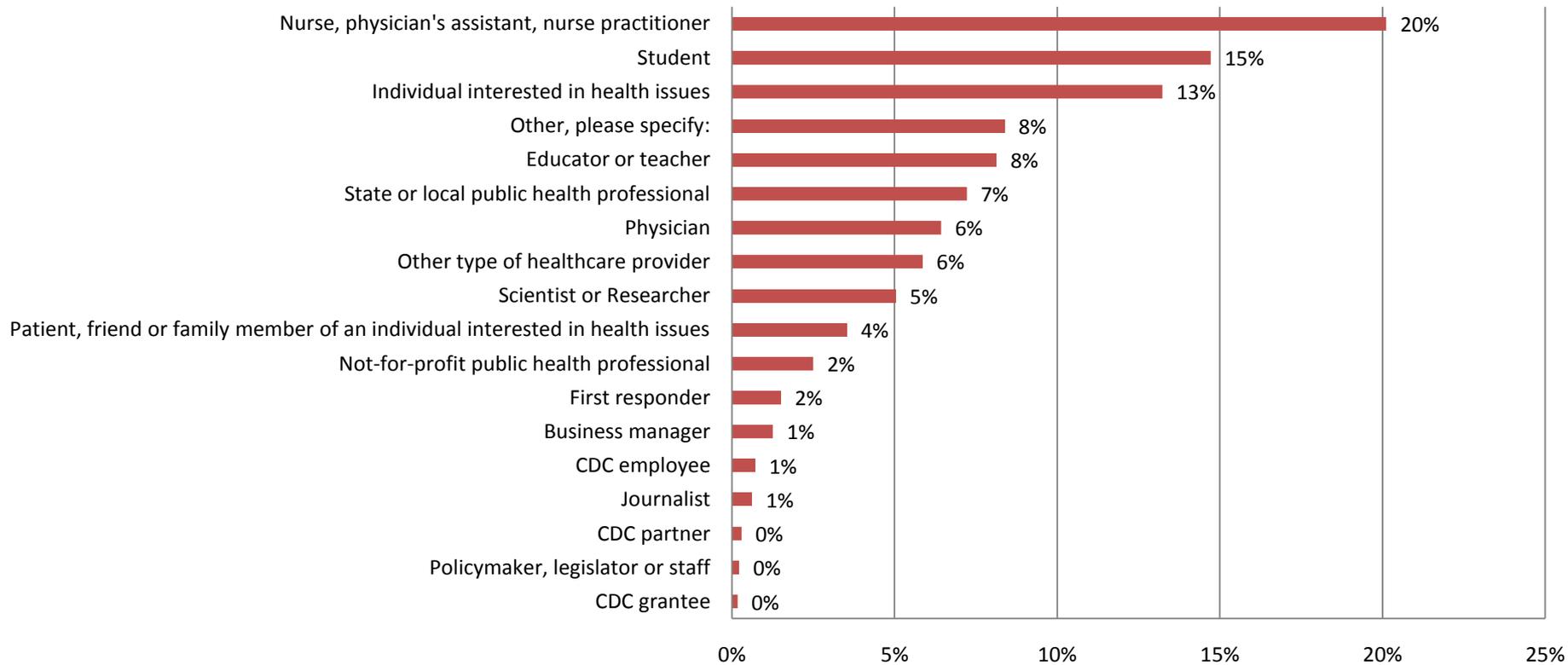


Demographics

American Customer Satisfaction Index (ACSI) Which best describes your role?

October 4, 2008 – January 31, 2009

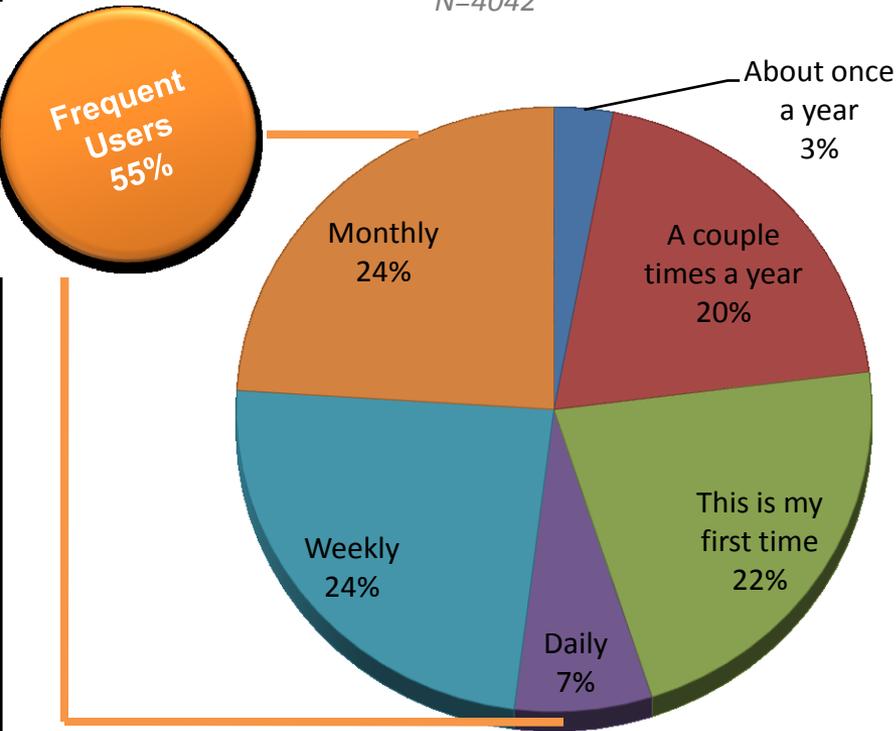
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Note: Percentages on this chart don't add up to 100% as some items were less than 1%, and when rounded, were rounded as 0%.

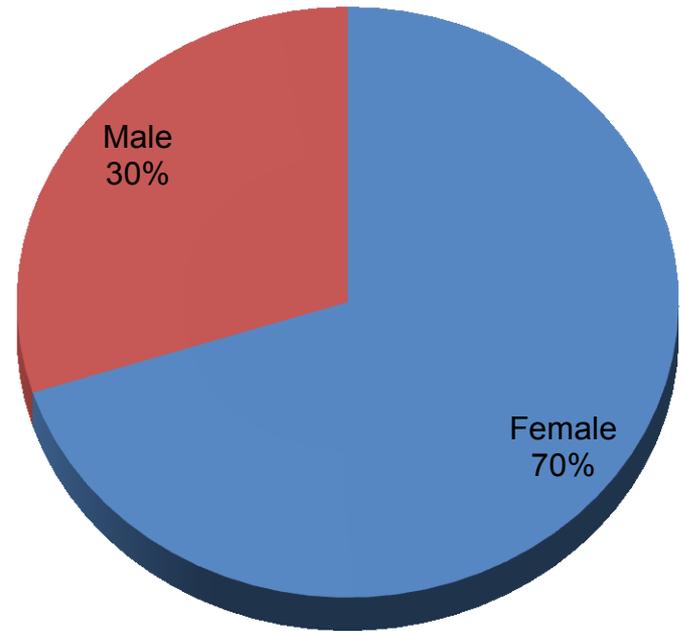
American Customer Satisfaction Index (ACSI)
How frequently do you use
the CDC.gov Web site?

October 4, 2008 - January 31, 2009
 N=4042



American Customer Satisfaction Index (ACSI)
What is your gender?

January 17, 2008 - January 31, 2009
 N=445

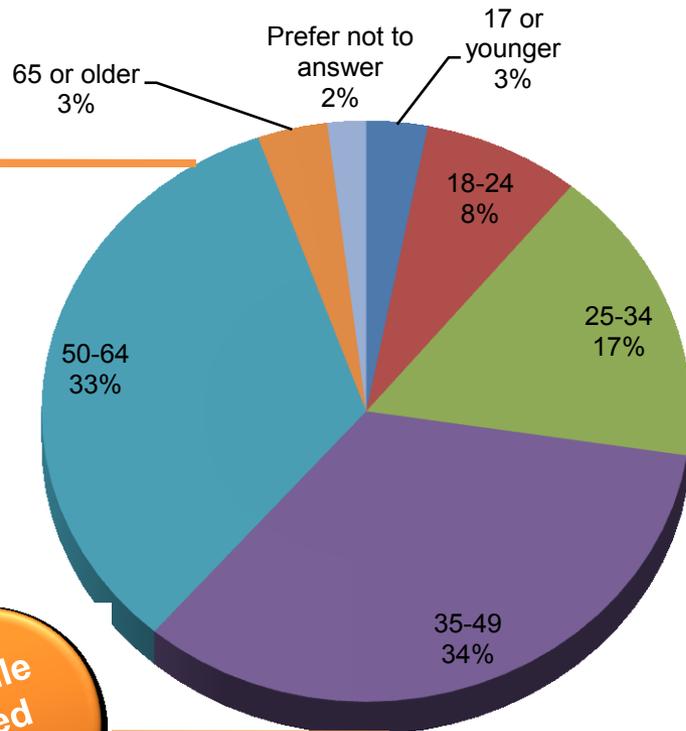


American Customer Satisfaction Index (ACSI)

What is your age?

October 4, 2008 - January 31, 2009

N=4042



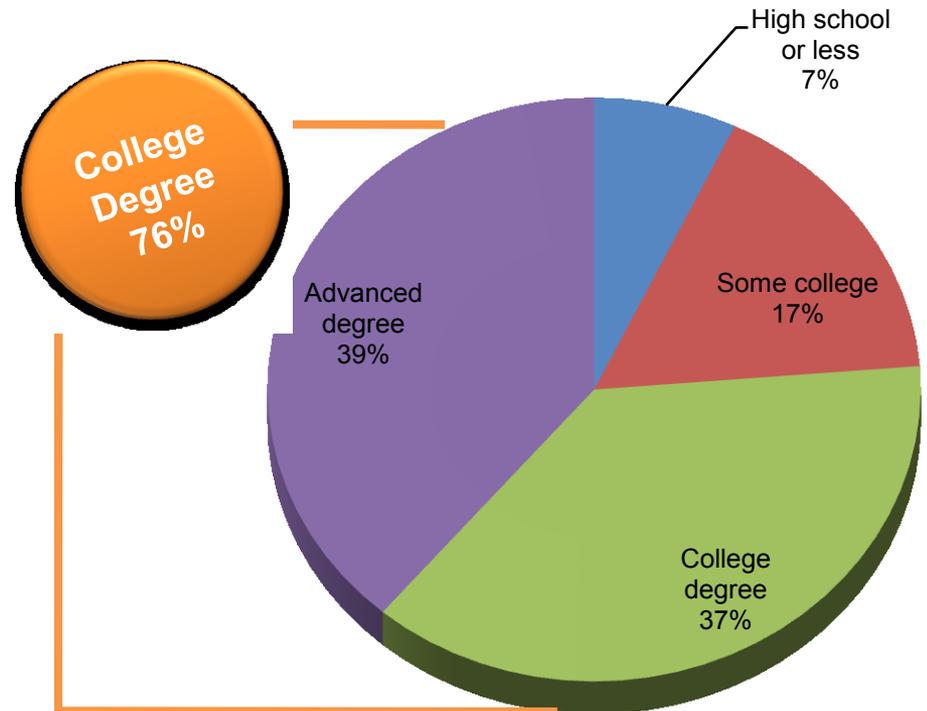
Middle Aged
67%

American Customer Satisfaction Index (ACSI)

What is the highest level of education you have completed?

October 4, 2008 - January 31, 2009

N=4042



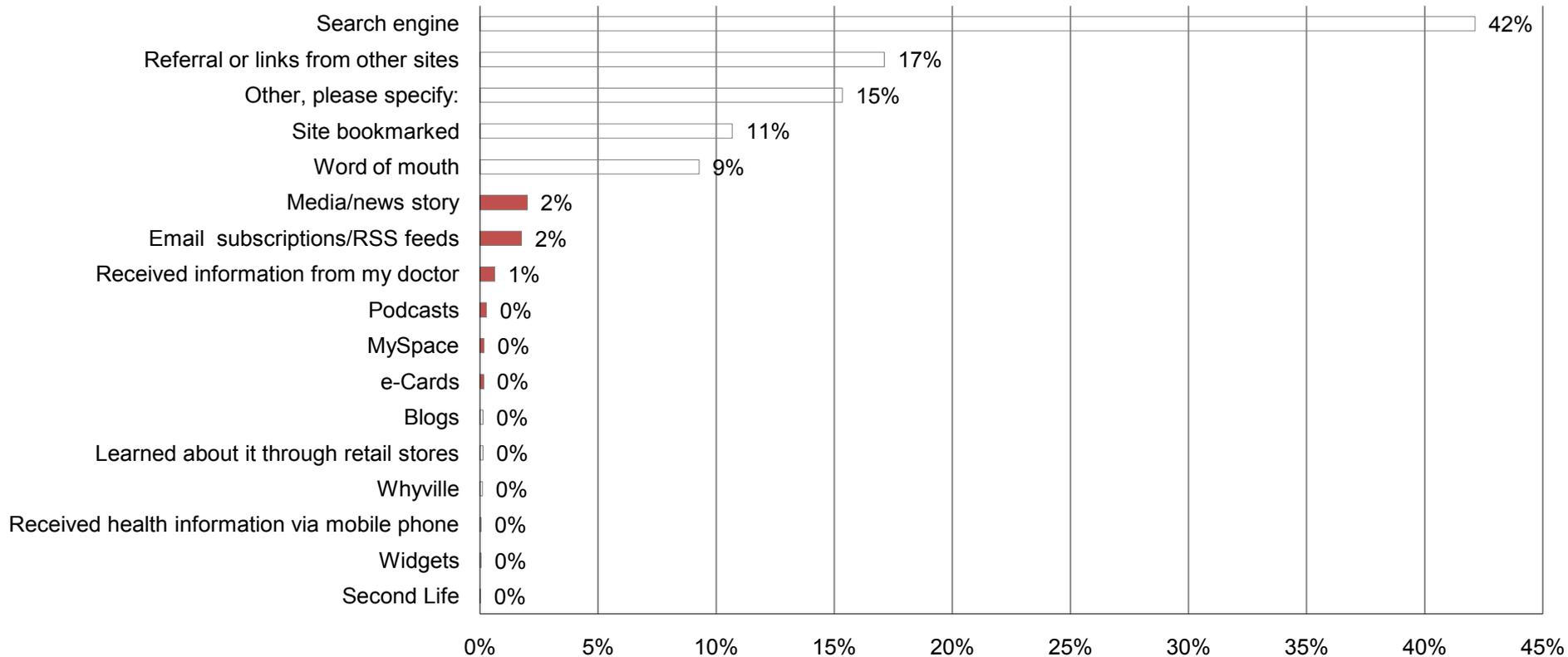
College Degree
76%

American Customer Satisfaction Index (ACSI)

How did you find this site?

October 4, 2008 – January 31, 2009

N=4042



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Your Online Source for Credible Health Information

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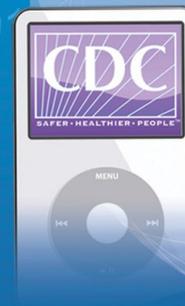
[Click image for more information](#)

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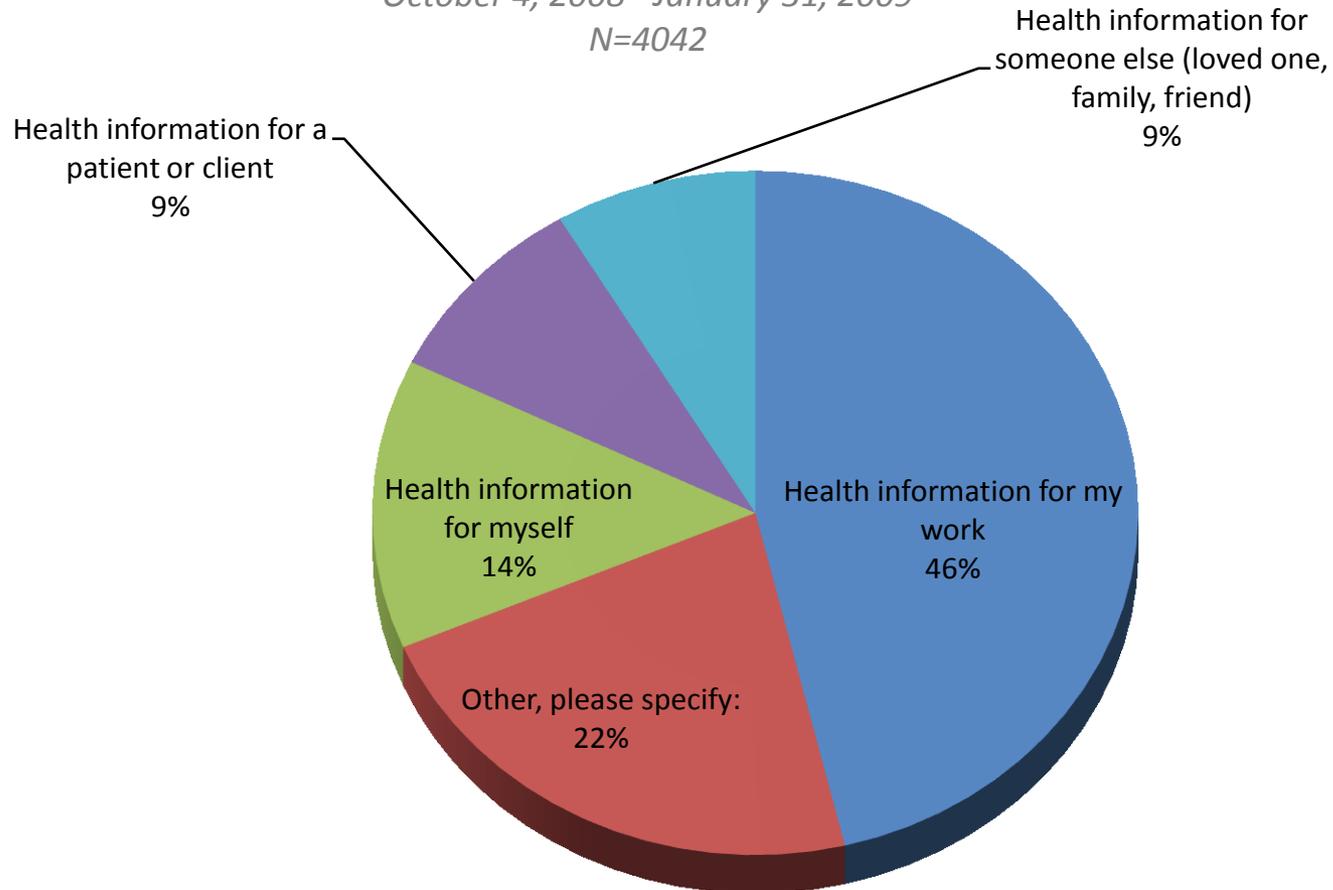
Reason for Visit

Which of the following best describes the reason for your visit today?

- Health information for myself
- Health information for someone else (loved one, family, friend)
- Health information for a patient or client
- Health information for my work
- Other

American Customer Satisfaction Index (ACSI) What is the reason for your visit?

October 4, 2008 - January 31, 2009
N=4042



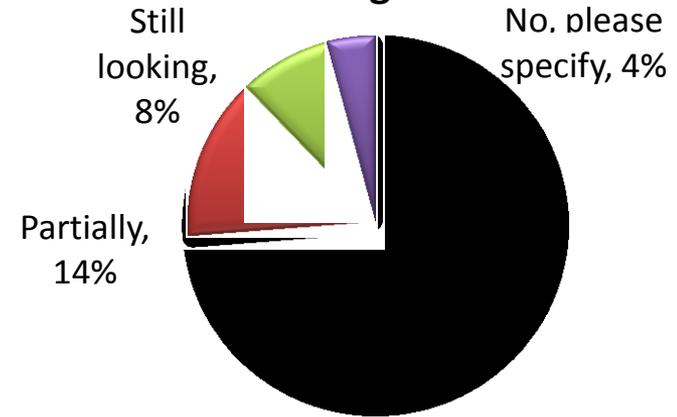
Health Information for My Work (N=1869)



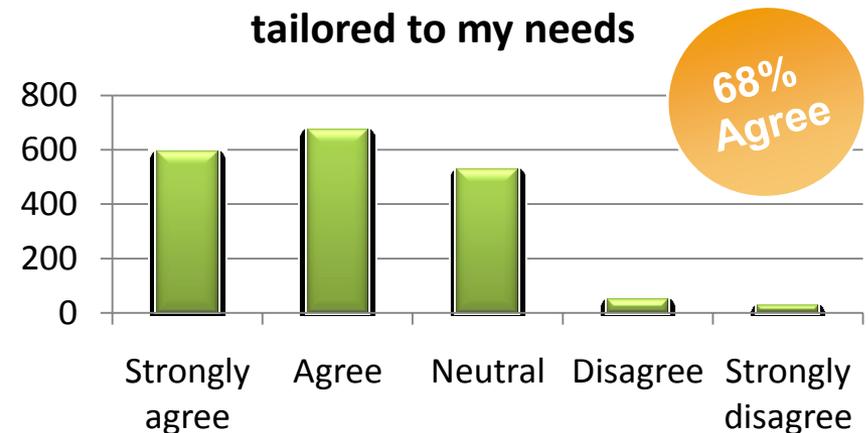
What type of information were you looking for:

- 16% Data & Statistics
- 13% Diseases & Conditions
- 9% Disease Prevention
- 9% Professional Training/Education Materials
- 8% Workplace Safety and Health
- 8% Emergency Preparedness

Were you able to find what you were looking for?



Would like to find health information tailored to my needs



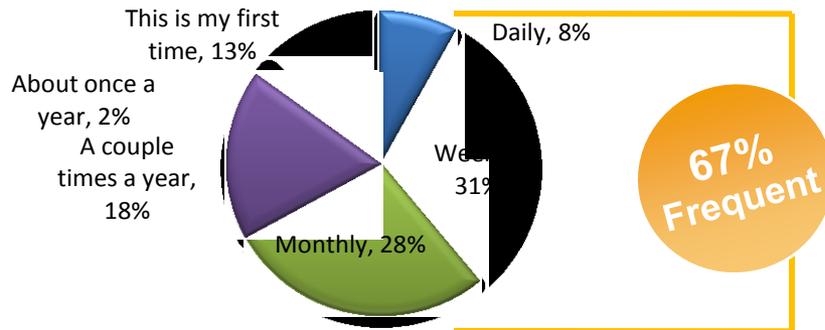
How do they find the site?

- 38% used a search engine
- 17% used links from other sites
- 15% had site bookmarked

Health Information for My Work (N=1869)



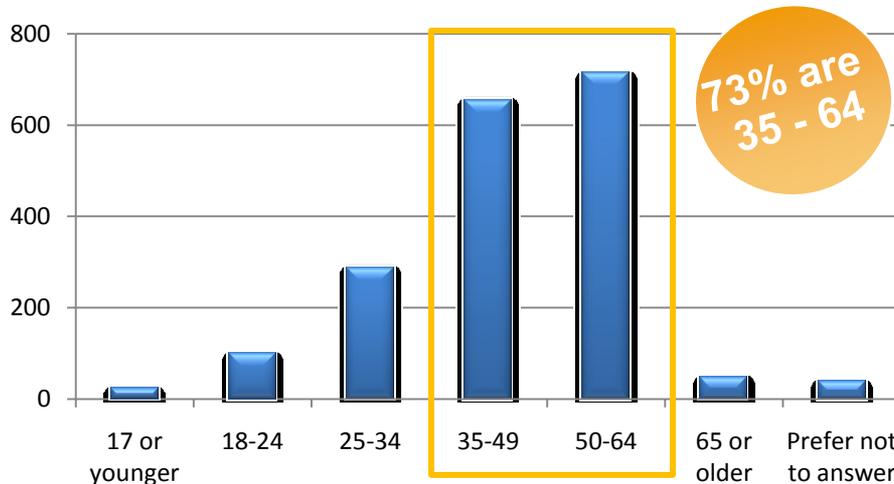
How frequently do you use the CDC.gov Web site?



Who are these users?

- 25% are 'nurses or physicians assistants'
- 12% are 'state or local public health professionals'
- 10% are 'educators or teachers'

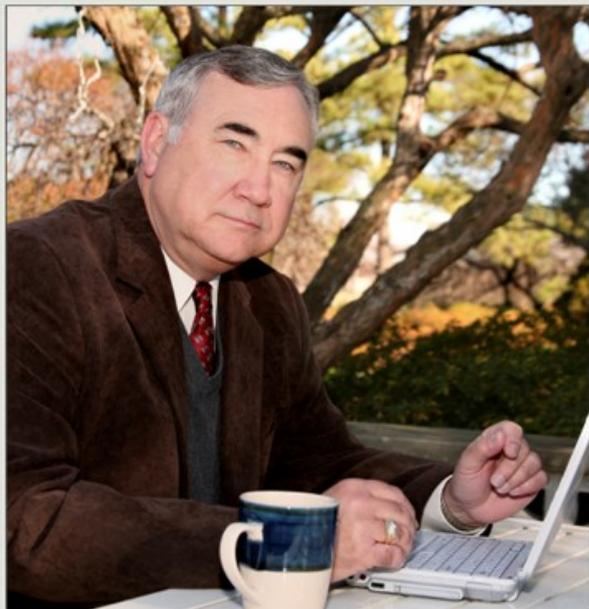
What is your age?



What is their education level?

- 50% have an advanced degree
- 37% have a college degree
- 10% have some college
- 3% have a high school degree or less

87% College Degree



*I'm looking for health
Information for my work*

Summary

- Are typically nurses or physicians assistants (25%), state or local public health professionals (12%), educators or teachers (10%)
- Looking for data and statistics (16%), disease & conditions (13%), disease prevention (9%), professional training/educational materials (9%)
- Successfully find what they are looking for (73%)
- Frequent users (67%)
- Middle-aged, 35 – 64 (73%)
- College degree (87%)
- Found CDC.gov via a search engine (38%), used links from other sites (17%) and had site bookmarked (15%)
- Would like health info tailored to their needs (68%)
- Have not used CDC Mobile (97%)

Health Information for Myself (N=553)



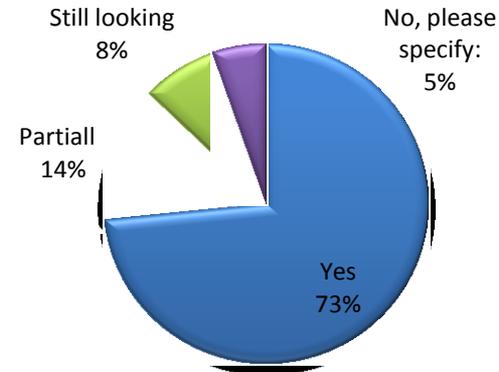
Health Information for Myself (N=553)



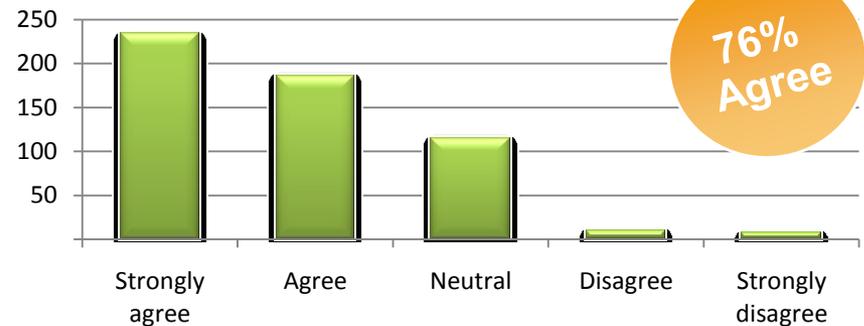
What type of information were you looking for:

- 18% Diseases & Conditions
- 14% Data & Statistics
- 11% Outbreak Information
- 10% Disease Prevention
- 8% Healthy Lifestyles
- 7% Vaccines
- 5% Traveler's Health
- 5% Emergency Preparedness

Were you able to find what you were looking for?



Would like to find health information tailored to my needs



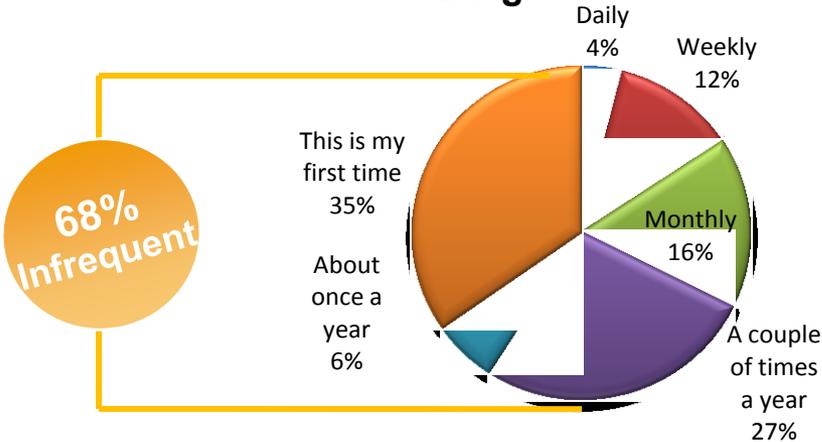
How do they find the site?

- 51% used a search engine
- 19% used links from other sites

Health Information for Myself (N=553)



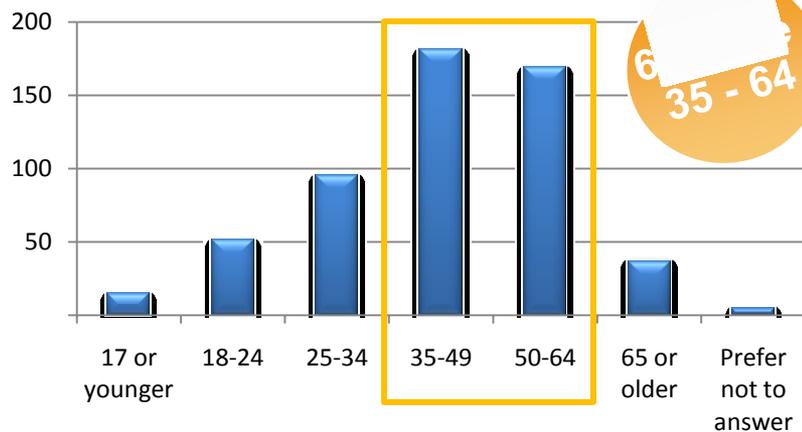
How frequently do you use the CDC.gov Web site?



Who are these users?

- 52% are 'individuals interested in health issues'
- 8% are 'nurses or physicans' assistants'

What is your age?



What is their education level?

- 28% have an advanced degree
 - 34% have a college degree
 - 25% have some college
 - 13% have a high school degree or less
- 62% College Degree**



*I'm looking for health
Information for myself*

Summary

- Are typically individuals interested in health issues (52%), nurses or physicians' assistants (8%)
- Looking for diseases & conditions (18%), data & stats (14%), outbreaks (11%), disease prevention (10%), & healthy living (8%)
- Successfully find what they are looking for (73%)
- Infrequent users (68%)
- Middle-aged, 33 – 64 (66%)
- College-educated (62%)
- Found CDC.gov via a search engine (51%), used links from other sites (19%)
- Would like health info tailored to their needs (76%)
- Have not used CDC Mobile (96%)

Health Information for Patient or Client (N=372)



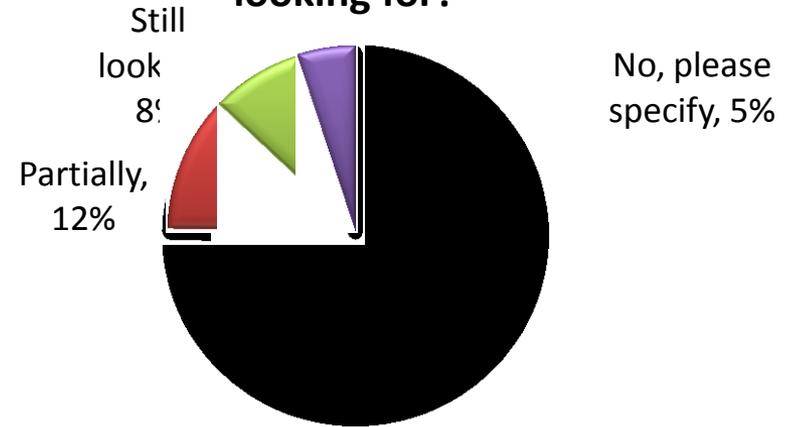
Health Information for Patient or Client (N=372)



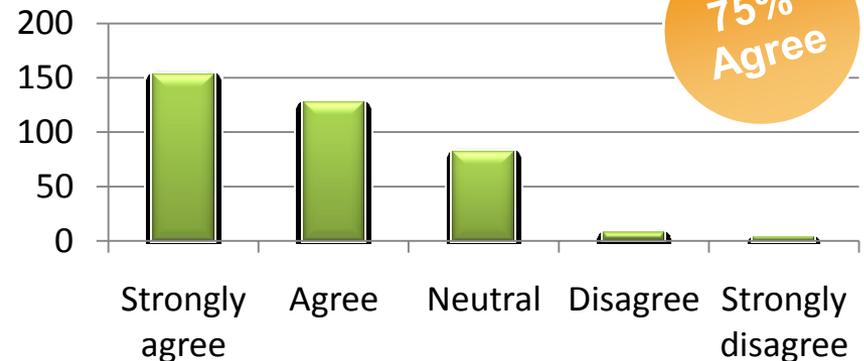
What type of information were you looking for:

- 14% Patient Education Materials
- 13% Diseases & Conditions
- 11% Data & Statistics
- 11% Disease Prevention
- 9% Healthy Lifestyles
- 6% Vaccines

Were you able to find what you were looking for?



Would like to find health information tailored to my needs



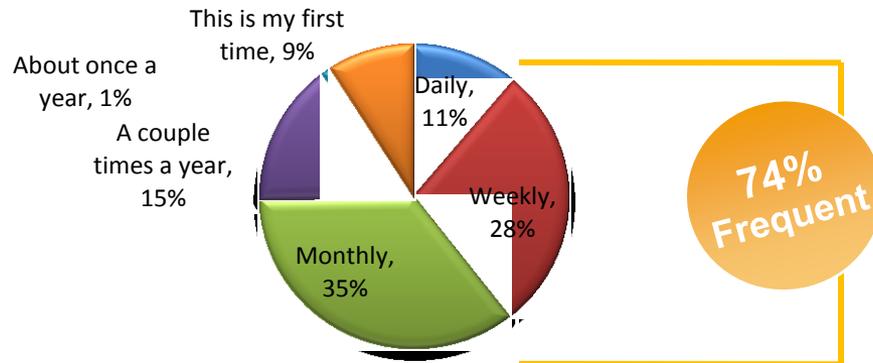
How do they find the site?

- 38% used a search engine
- 20% used links from other sites
- 12% had the site bookmarked

Health Information for Patient or Client (N=372)



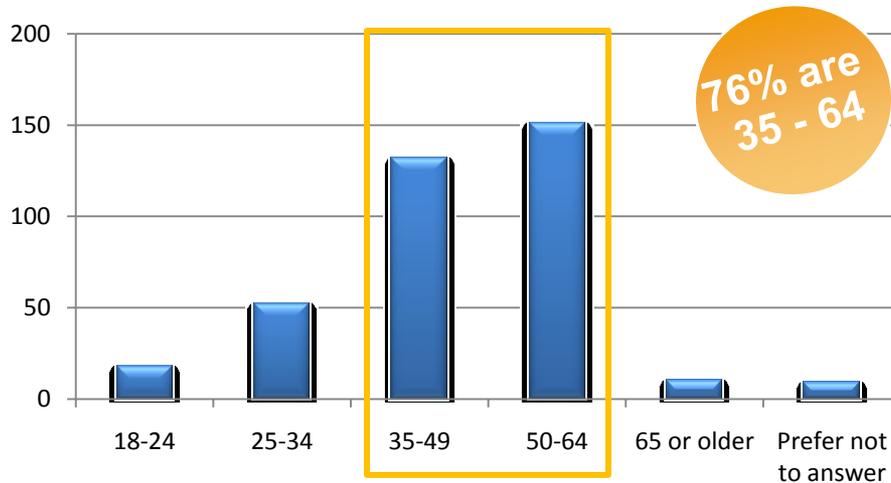
How frequently do you use the CDC.gov Web site?



Who are these users?

- 41% are 'nurses or physicians' assistants'
- 17% are 'physicians'
- 12% are 'other type of healthcare providers'

What is your age?



What is their education level?

- 50% have an advanced degree
- 42% have a college degree
- 6% have some college
- 2% have a high school degree or less

**92%
College
Degree**

Summary

- Are typically nurses or physicians assistants (41%), physicians (17%), other type of healthcare providers (12%)
- Looking for patient education materials (14%), disease & conditions (13%), data & statistics (11%), disease prevention (11%), healthy living (9%)
- Successfully find what they are looking for (76%)
- Frequent users (74%)
- Middle-aged, 35 – 64 (76%)
- College degree (92%)
- Found CDC.gov via a search engine (38%), used another site (20%), had site bookmarked (12%).
- Would like health info tailored to their needs (75%)
- Have not used CDC Mobile (95%)



I'm looking for health information for a patient or client

Health Information for Someone Else (loved one, family, friend) (N=345)



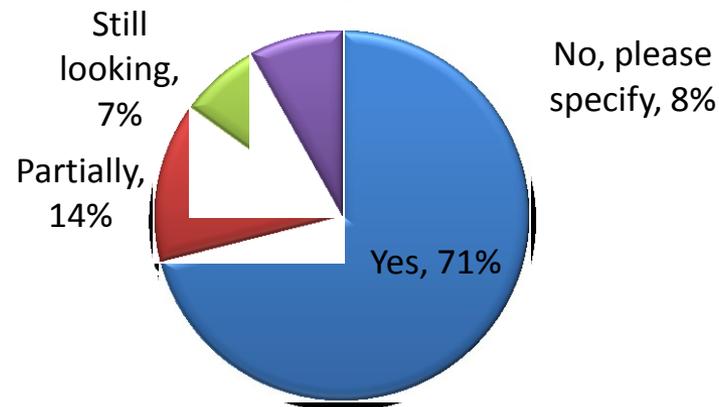
Health Information for Someone Else (loved one, family, friend) (N=345)



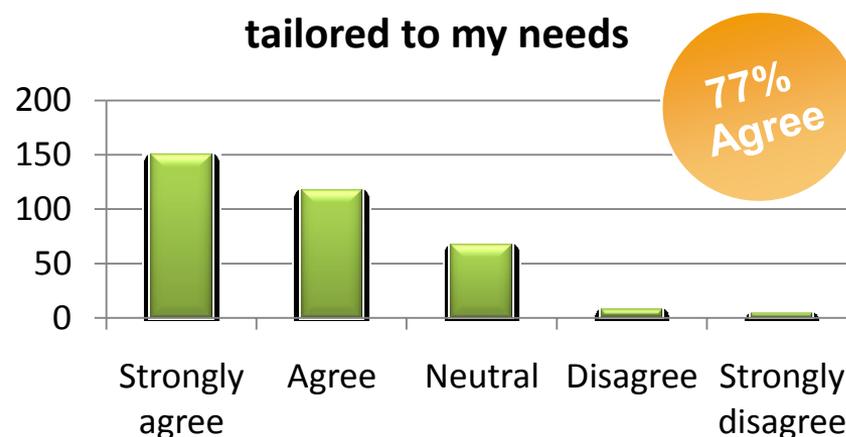
What type of information were you looking for:

- 30% Diseases & Conditions
- 12% Data & Statistics
- 9% Disease Prevention
- 8% Healthy Lifestyles
- 7% Vaccines
- 5% Birth Defects

Were you able to find what you were looking for?



Would like to find health information tailored to my needs



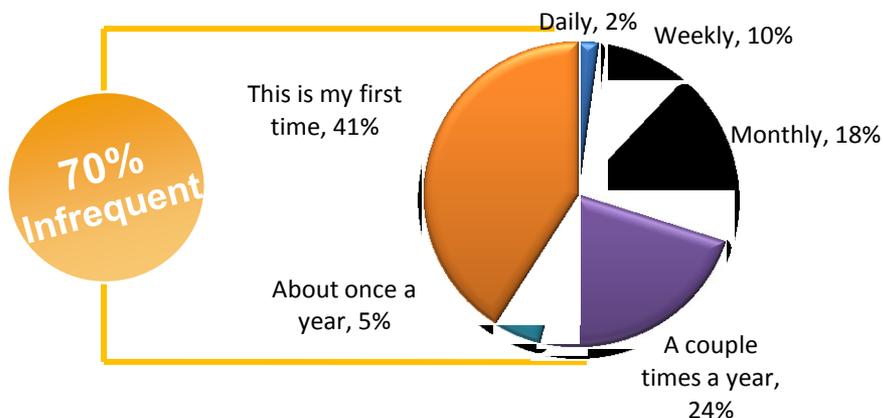
How do they find the site?

- 51% used a search engine
- 21% used links from other sites

Health Information for Someone Else (loved one, family, friend) (N=345)



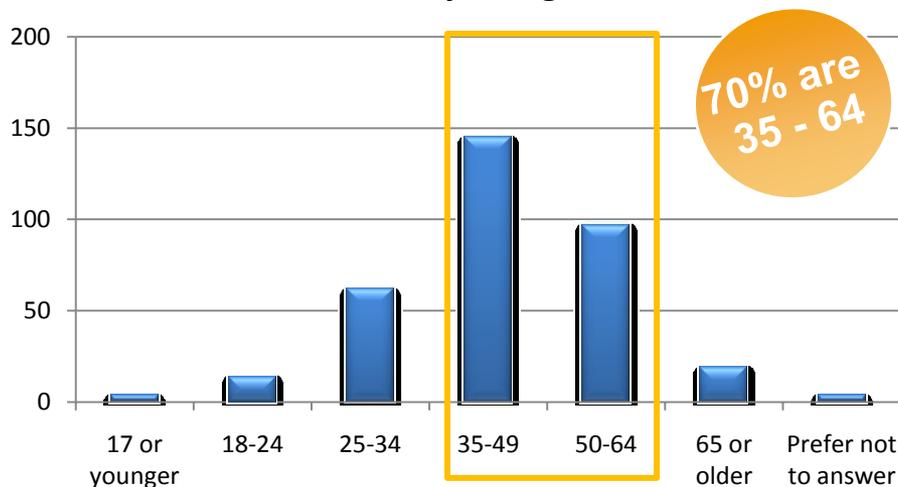
How frequently do you use the CDC.gov Web site?



Who are these users?

- 33% are 'individuals interested in health issues'
- 15% are 'Patient, friend or family member of an individual interested in health issues'
- 13% are 'nurses or physicians assistants'

What is your age?



What is their education level?

- 27% have an advanced degree
- 41% have a college degree
- 23% have some college
- 10% have a high school degree or less

68%
College Degree

Health Information for Someone Else (loved one, family, friend) (N=345)



I'm looking for health information for someone else

Summary

- Are typically individuals interested in health issues (33%), patient, friend or family member of an individual interested in health issues (15%), nurses or physicians' assistants (13%)
- Looking for diseases & conditions (30%), data & stats (12%), disease prevention (9%), & healthy living (8%)
- Successfully find what they are looking for (71%)
- Infrequent users (70%)
- Middle-aged, 35 – 64 (70%)
- College degree (68%)
- Found CDC.gov via a search engine (51%), used links from other sites (21%)
- Would like health info tailored to their needs (77%)
- Have not used CDC Mobile (96%)

CDC Centers for Disease Control and Prevention
Your Online Source for Credible Health Information

A-Z Index: A B C D E F G H I J K L M N O P Q R S T U V W X Y Z #

Stop Ticks
Reduce Your Risk of Tick-borne Disease **GO >>**

Public Health Data & Statistics

Adults* with fair or poor health, by hearing status, 2000-2006

Hearing Status	Percentage
All Adults	12.1%
Good Hearing	10.5%
A Little Trouble Hearing	17.5%
Deaf or a Lot of Trouble Hearing	28.9%

*Age-adjusted percentage of adults in the United States aged 18 years and older

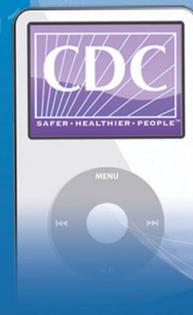
Click image for more information

Health & Safety Topics

- Diseases & Conditions**
ADHD, Birth Defects, Cancer, Diabetes, Fetal Alcohol Syndrome, Flu, Hepatitis, HIV/AIDS, STDs...
- Healthy Living**
Bone Health, Physical Activity, Immunizations, Genetics, Sexual Health, Smoking Prevention...
- Emergency Preparedness & Response**
Bioterrorism, Chemical & Radiation Emergencies, Severe Weather...
- Injury, Violence & Safety**
Brain Injury, Child Abuse, Falls, Fires, Food Safety, Poisoning, Suicide, Youth Violence...
- Environmental Health**
Air Pollution, Carbon Monoxide, Lead, Mold, Water Quality, Climate Change...
- Travelers' Health**
Destinations, Outbreaks, Travel Vaccinations, Yellow Book...



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Ability to Find Information

Were you able to find what you were looking for?

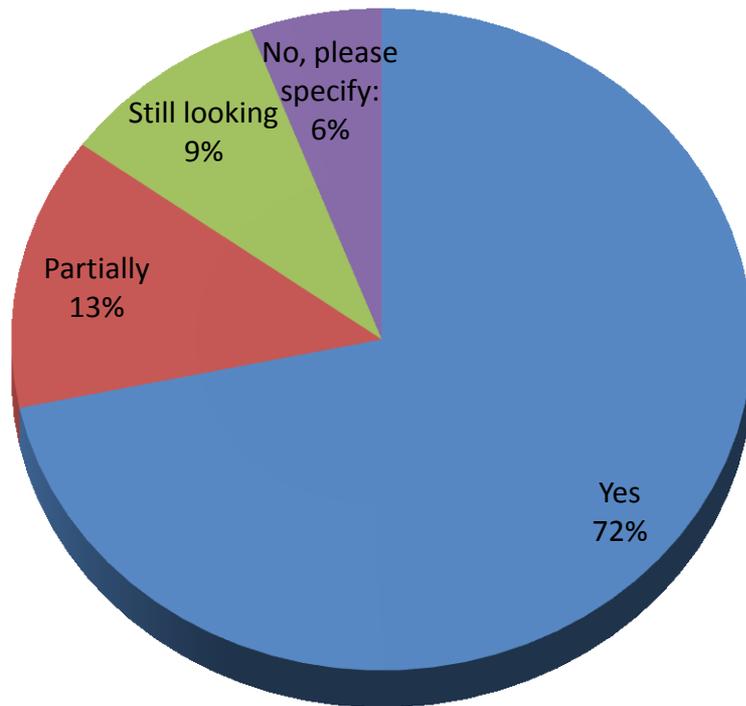
- Yes
- Partially
- Still Looking
- No, Please specify

American Customer Satisfaction Index (ACSI)

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

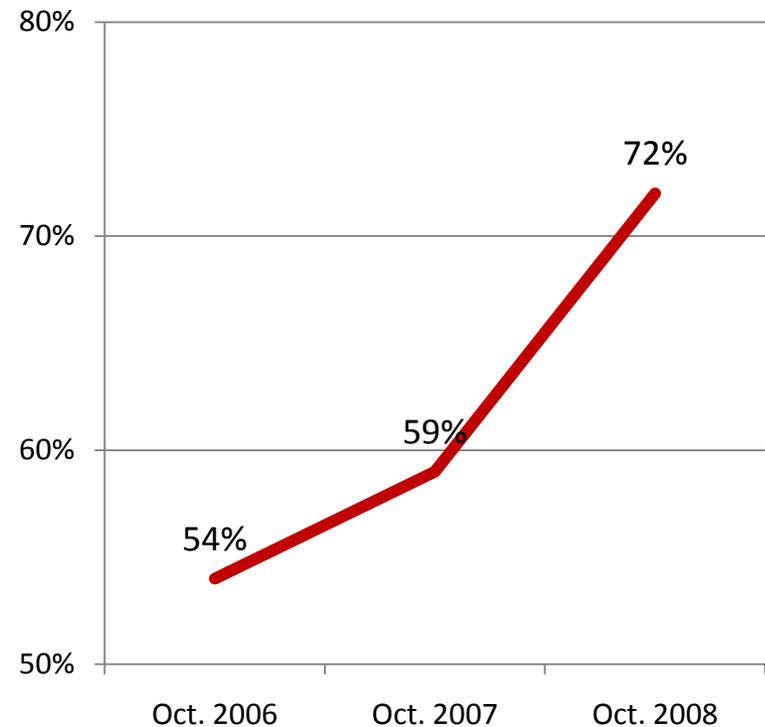
October 4, 2008 - January 31, 2009

N=4042



Percent of participants who found what they were looking for

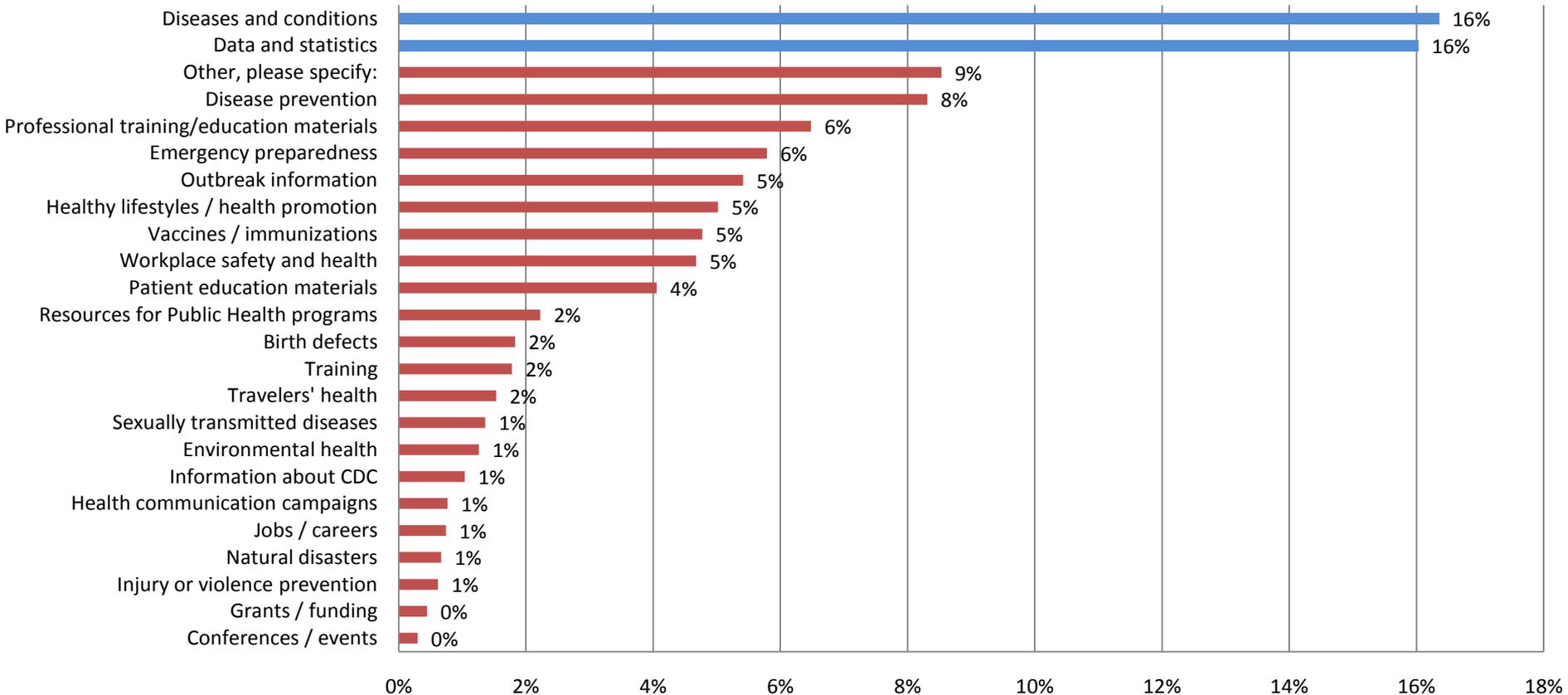
October 2006 – October 2008



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

October 4, 2008 - January 31, 2009

N=4042



Note: Percentages on this chart don't add up to 100% as some items were less than 1%, and when rounded, were rounded as 0%.

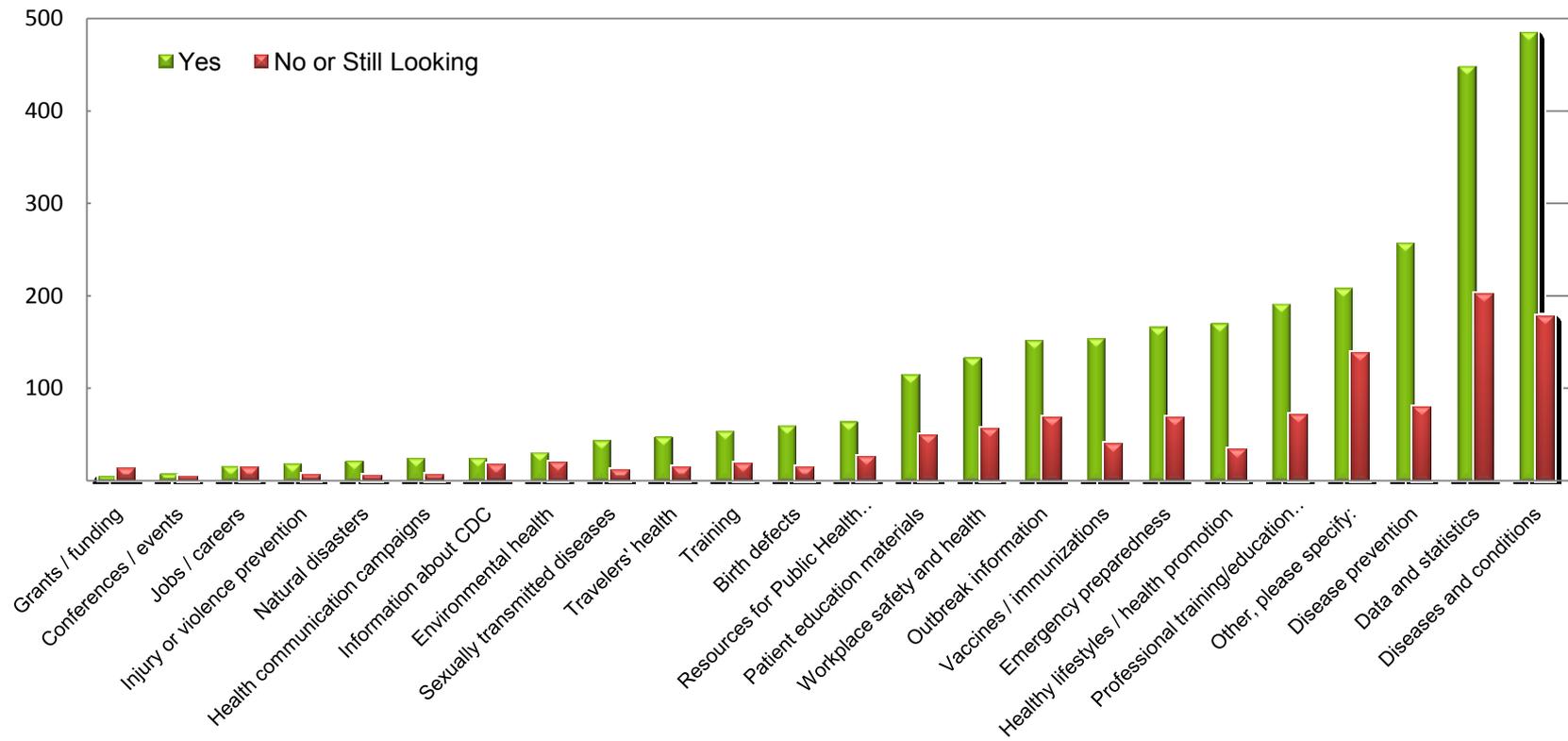
Ability to Find Information



Ability to find information on the site by Topic searched for

Oct. 4, 2008 - Jan. 31, 2009

N=4,042



Ability to Find Information



Frequency of Use

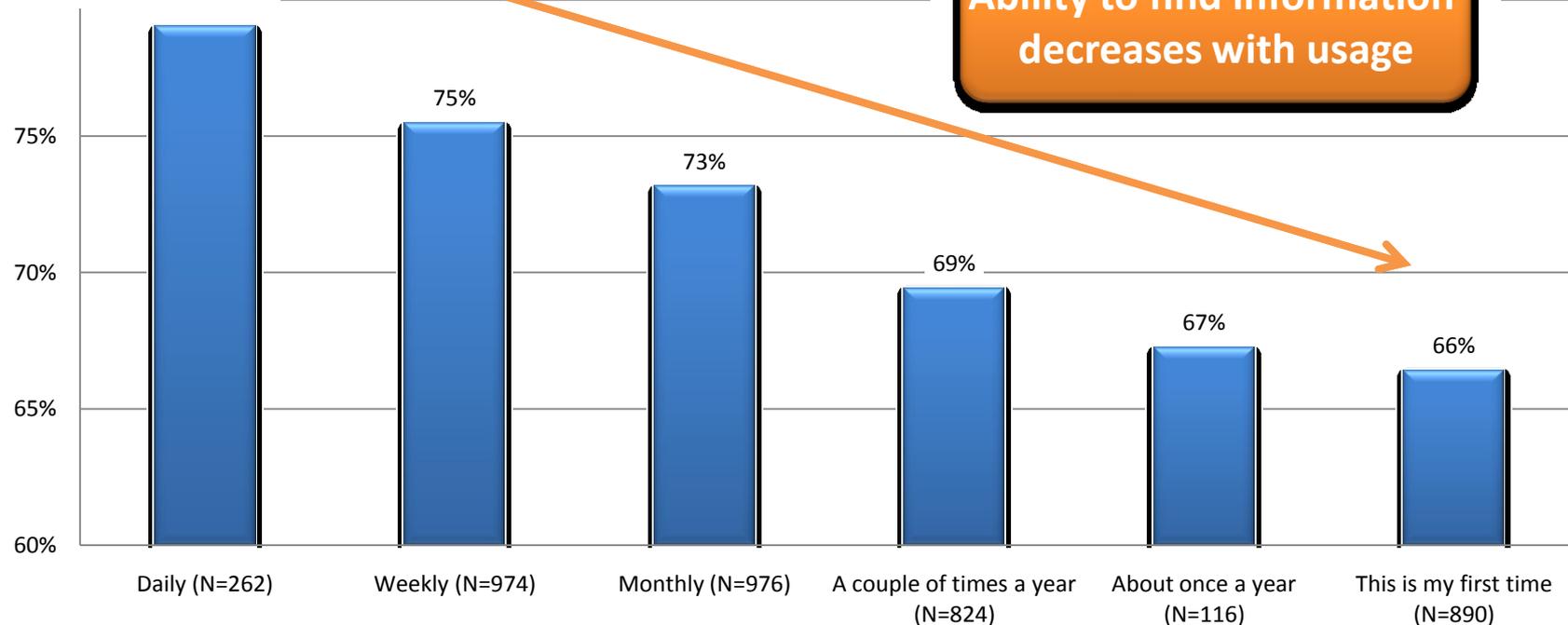
- Daily (7%)
- Weekly (24%)
- Monthly (24%)
- Couple times a year (20%)
- Once a year (3%)
- First time (22%)

Respondents who successfully found info looking for by frequency of use

Oct. 4, 2008 - Jan. 31, 2009

N=4,042

Ability to find information
decreases with usage

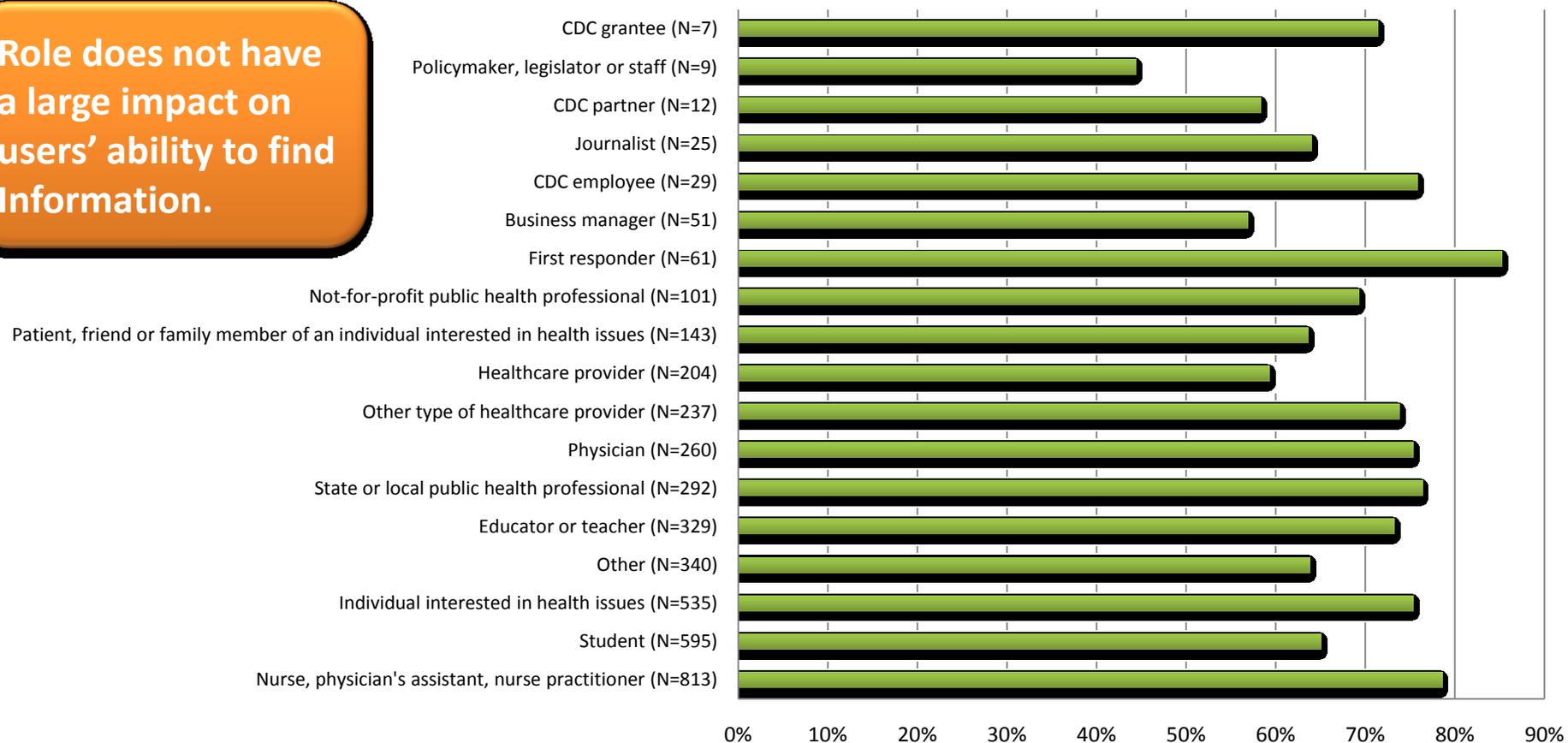


Respondents who successfully found info looking for by Role

Oct. 4, 2008 - Jan. 31, 2009

N=4,042

Role does not have a large impact on users' ability to find information.



Ability to Find Information



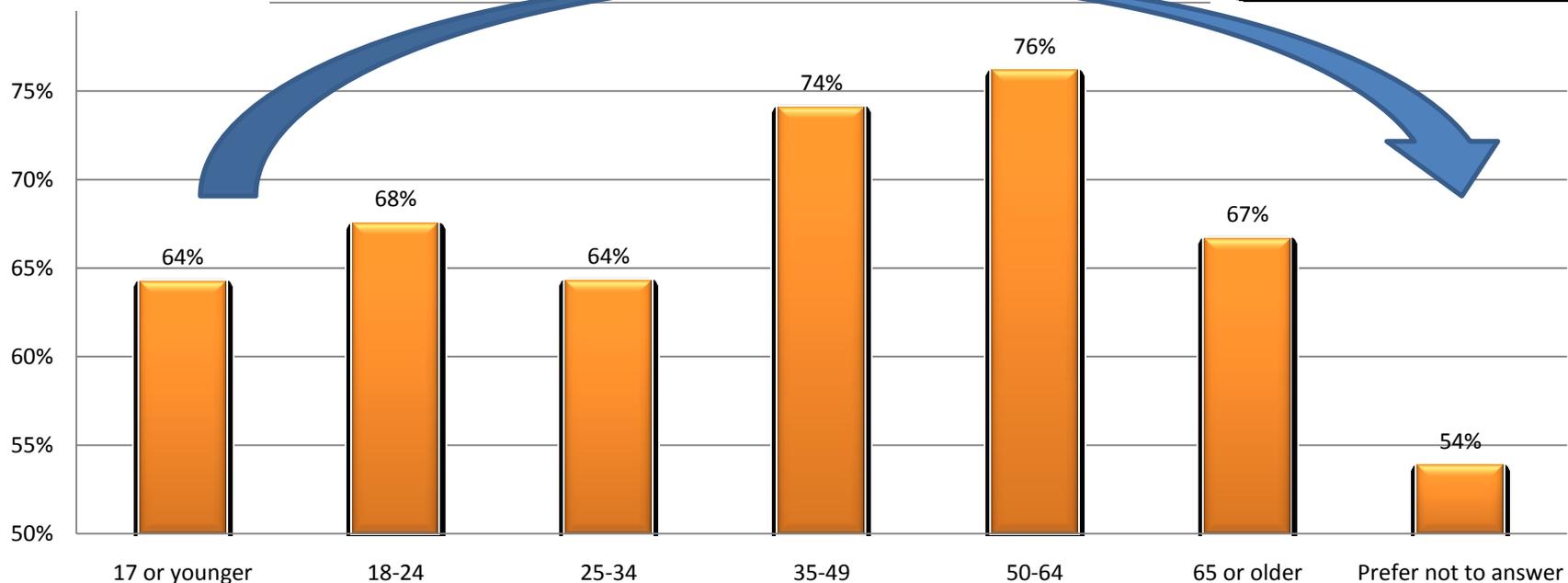
Age

- 17 and ↓ (3%)
- 18 24 (6%)
- 25 34 (17%)
- 35 49 (34%)
- 50 64 (33%)
- 65+ (3%)
- N/A (2%)

Respondent who successfully found info looking for by Age

Oct. 4, 2008 - Jan. 31, 2009
N=4,042

Middle age users
tended to be
more successful



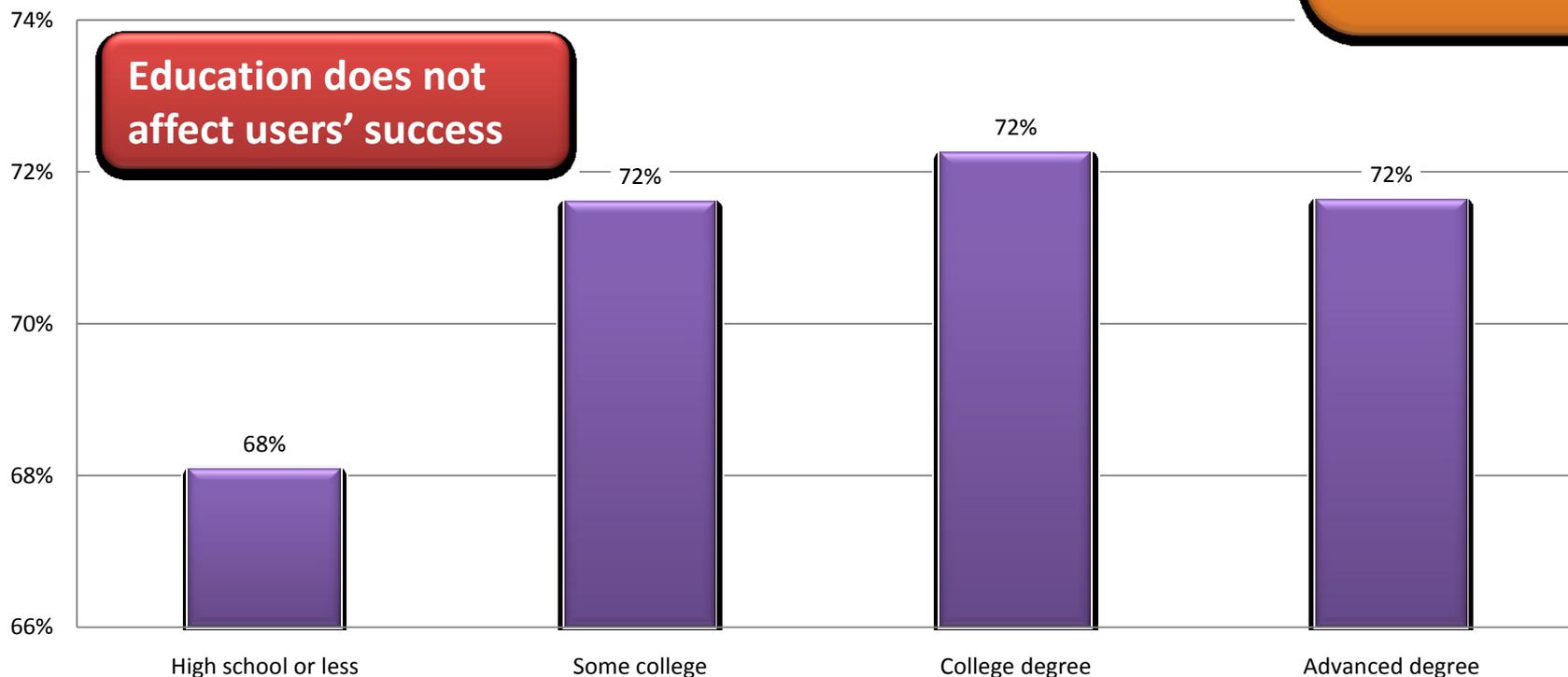
Respondent who successfully found info looking for by Education

Oct. 4, 2008 - Jan. 31, 2009

N=4,042

Education

High School (7%)
Some College (17%)
College Degree (37%)
Adv. Degree (39%)



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A-Z Index A B C D E F G H I J K L M N O P Q R S T U V W X Y Z #

Stop Ticks
Reduce Your Risk of Tick-borne Disease **GO >>**

Public Health Data & Statistics

Adults* with fair or poor health, by hearing status, 2000-2006

Hearing Status	Percentage
All Adults	12.1%
Good Hearing	10.5%
A Little Trouble Hearing	17.5%
Deaf or a Lot of Trouble Hearing	28.9%

*Age-adjusted percentage of adults in the United States aged 18 years and older

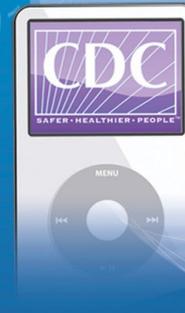
Click image for more information

Health & Safety Topics

- Diseases & Conditions**
ADHD, Birth Defects, Cancer, Diabetes, Fetal Alcohol Syndrome, Flu, Hepatitis, HIV/AIDS, STDs...
- Healthy Living**
Bone Health, Physical Activity, Immunizations, Genetics, Sexual Health, Smoking Prevention...
- Emergency Preparedness & Response**
Bioterrorism, Chemical & Radiation Emergencies, Severe Weather...
- Injury, Violence & Safety**
Brain Injury, Child Abuse, Falls, Fires, Food Safety, Poisoning, Suicide, Youth Violence...
- Environmental Health**
Air Pollution, Carbon Monoxide, Lead, Mold, Water Quality, Climate Change...
- Travelers' Health**
Destinations, Outbreaks, Travel Vaccinations, Yellow Book...



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Frequency of Use

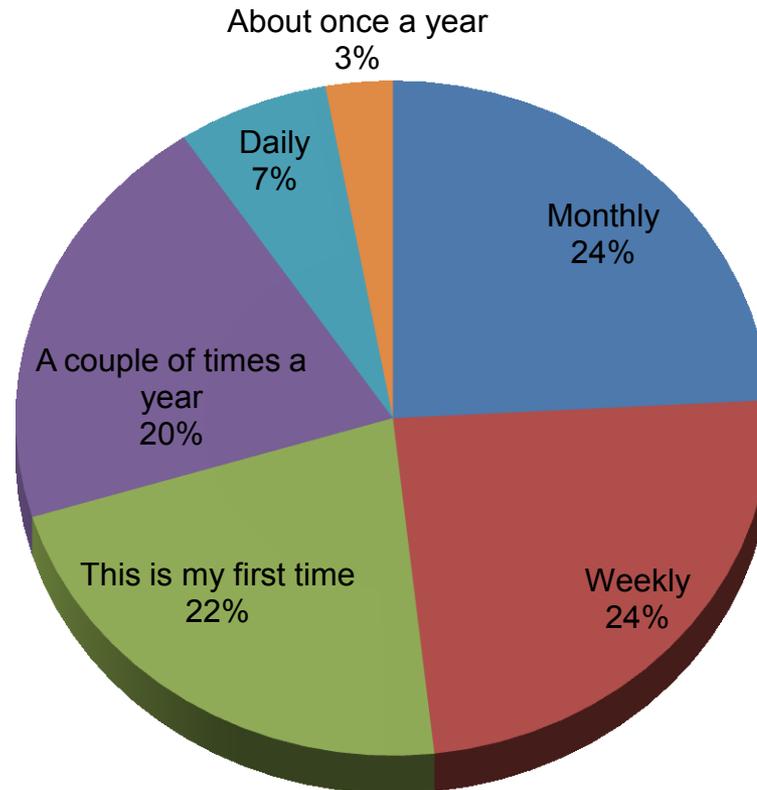
How frequently do you use the CDC.gov Web site?

- Daily
- Weekly
- Monthly
- A couple of times a year
- About once a year
- This is my first time

American Customer Satisfaction Index (ACSI) How frequently do you use the CDC.gov Web site?

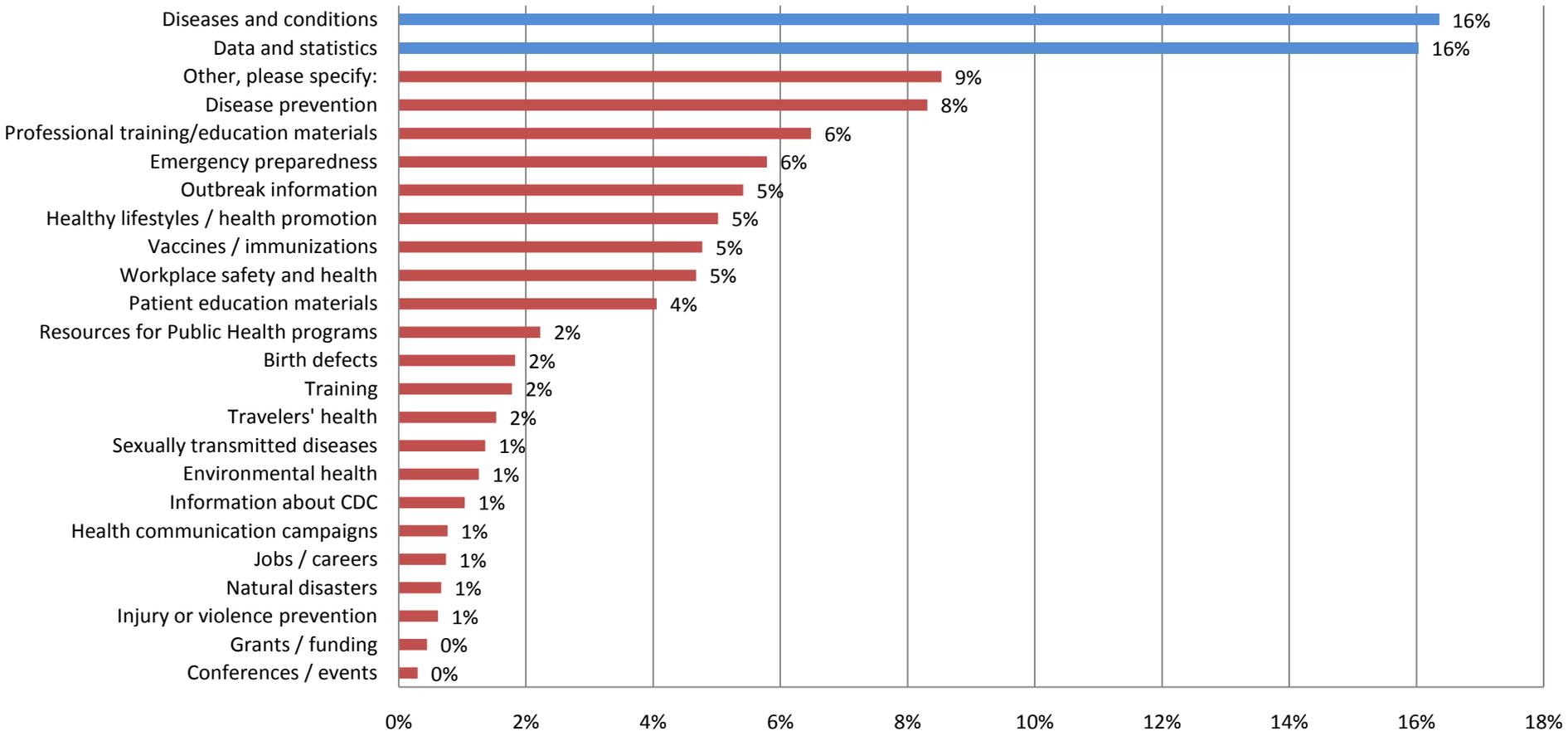
October 4, 2008 - January 31, 2009

N=4042



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

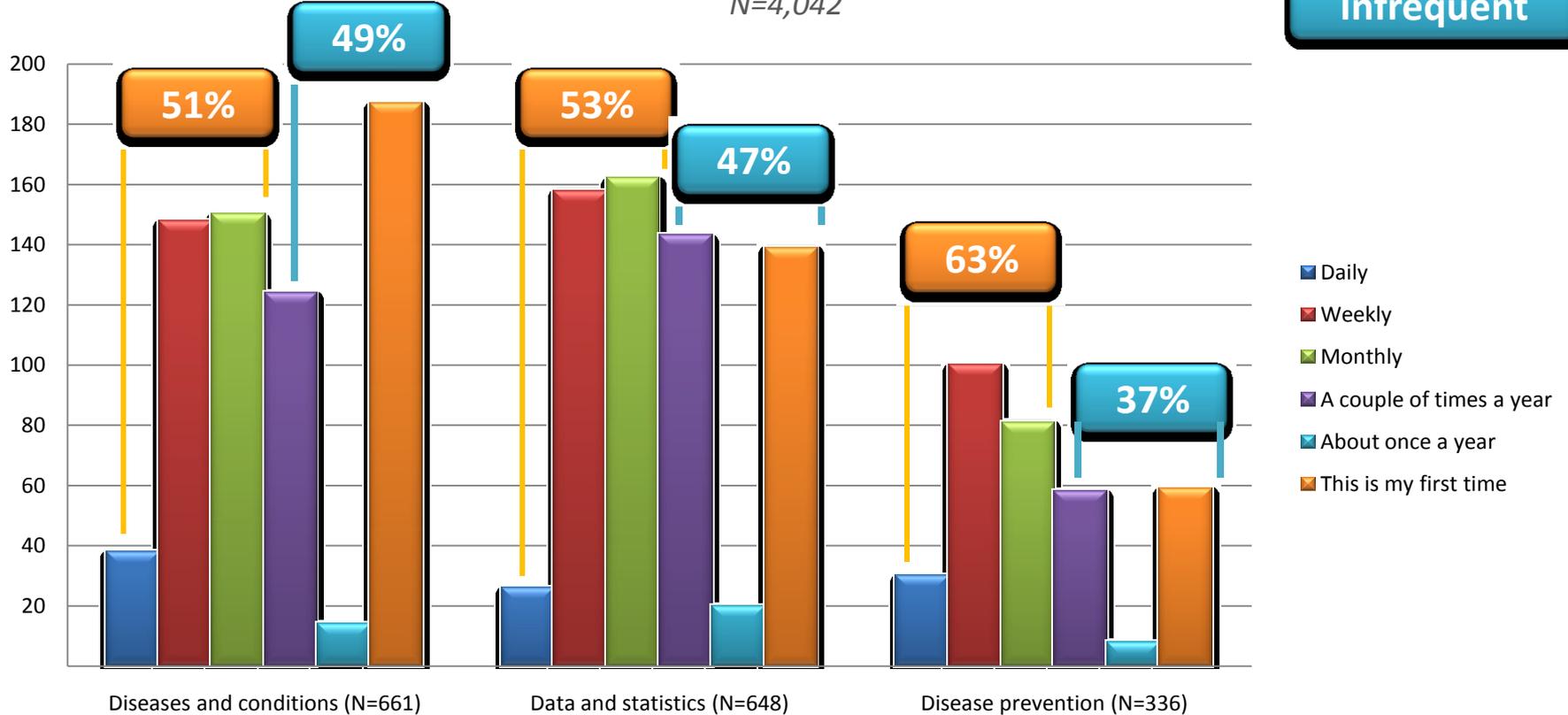
October 4, 2008 - January 31, 2009
N=4042



Frequency of Use by Type of Information Sought

Oct. 4, 2008 - Jan. 31, 2009

N=4,042



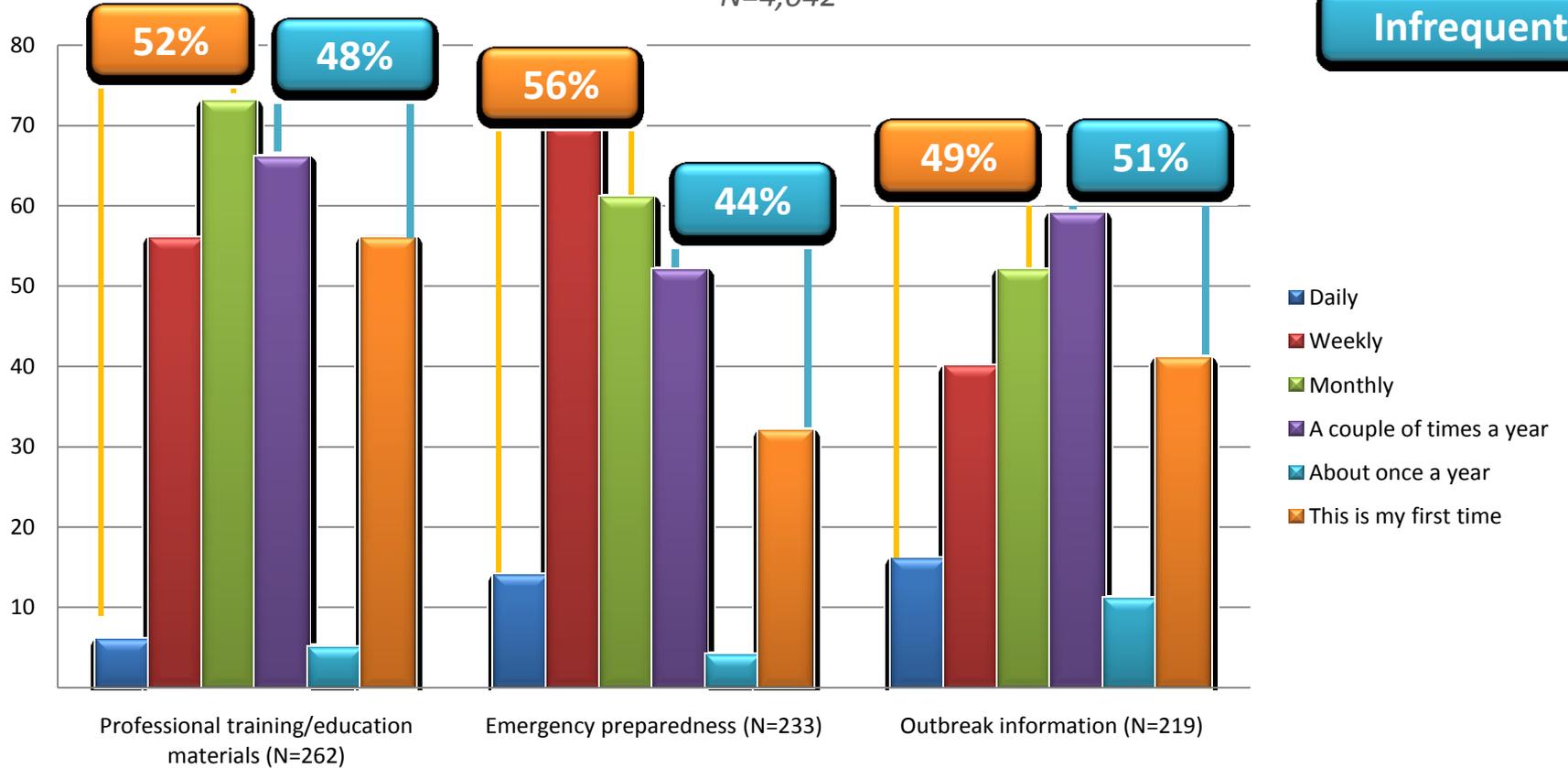
Frequency of Use



Frequency of Use by Type of Information Sought

Oct. 4, 2008 - Jan. 31, 2009

N=4,042



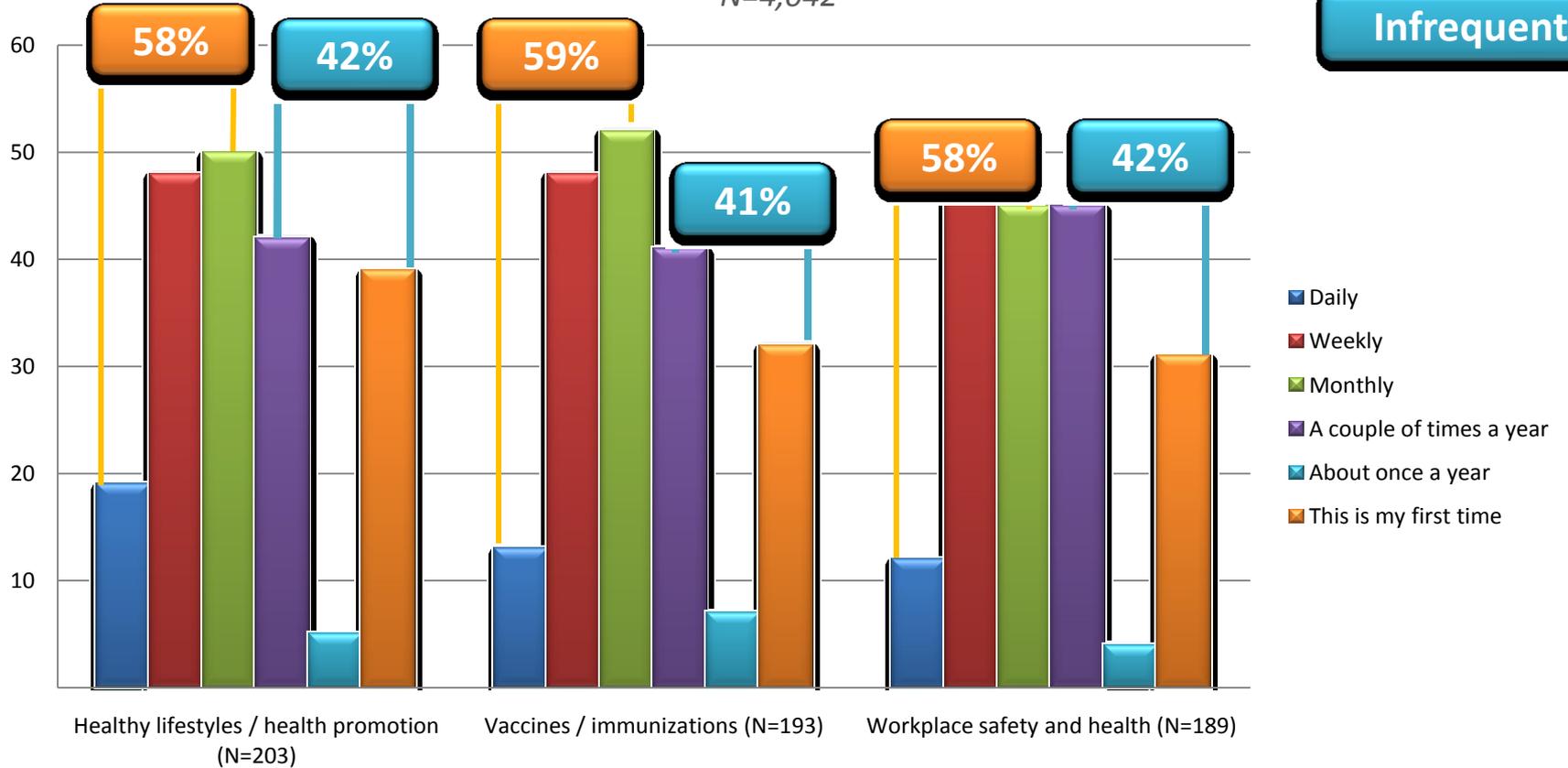
Frequency of Use



Frequency of Use by Type of Information Sought

Oct. 4, 2008 - Jan. 31, 2009

N=4,042



Frequency of Use By Type of Information



		How frequently do you use the CDC.gov Web site?						
Which of the following best describes the type of information you were looking for?		Daily	Weekly	Monthly	A couple of times a year	About once a year	This is my first time	Total
	Birth defects		1	9	22	11	3	28
Diseases and conditions		38	148	150	124	14	187	661
Disease prevention		30	100	81	58	8	59	336
Healthy lifestyles / health promotion		19	48	50	42	5	39	203
Injury or violence prevention		3	6	6	6	1	3	25
Environmental health		4	13	11	13		10	51
Workplace safety and health		12	52	45	45	4	31	189
Travelers' health		7	16	12	10	8	9	62
Vaccines / immunizations		13	48	52	41	7	32	193
Natural disasters		1	7	7	3		9	27
Emergency preparedness		14	70	61	52	4	32	233
Health communication campaigns		3	9	9	4		6	31
Conferences / events		2	6	1	3			12
Training		8	21	16	11	3	13	72
Grants / funding		1	2	5	5		5	18
Jobs / careers		2	12	6	2	1	7	30
Data and statistics		26	158	162	143	20	139	648
Sexually transmitted diseases		5	9	18	7	5	11	55
Outbreak information		16	40	52	59	11	41	219
Professional training/education materials		6	56	73	66	5	56	262
Patient education materials		9	38	50	35	3	29	164
Resources for Public Health programs		7	29	26	11	2	15	90
Information about CDC		6	12	5	8		11	42
Other, please specify:		29	65	56	65	12	118	345
Total		262	974	976	824	116	890	4042

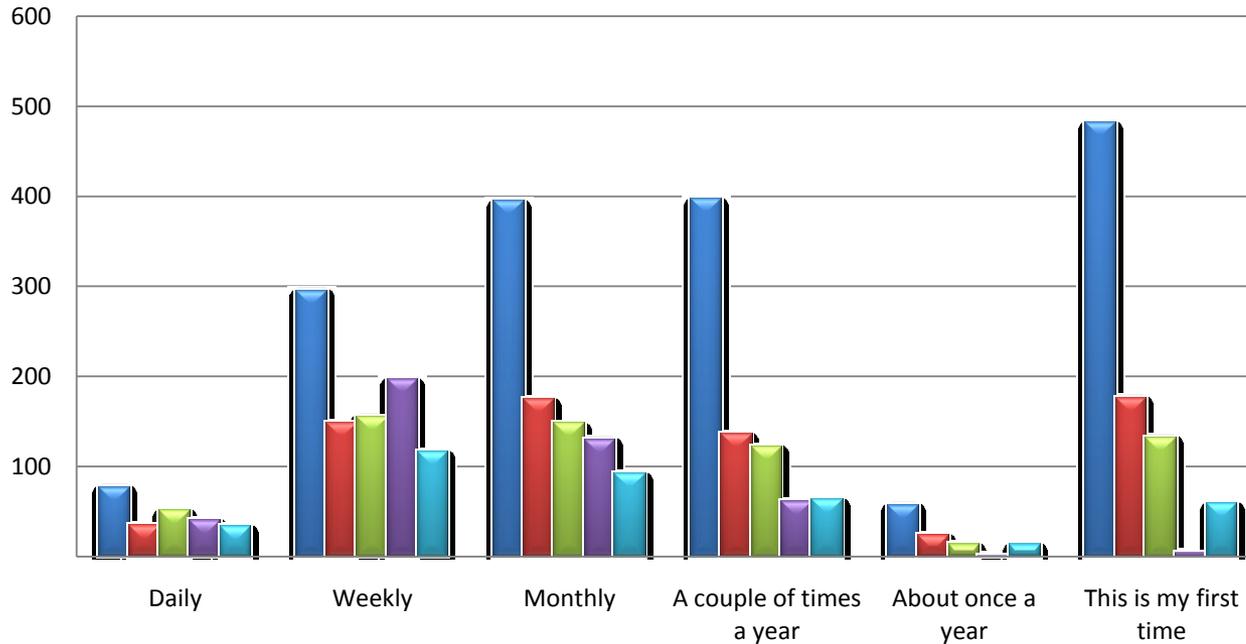
How Did You Find This Site



How did you find this site by Frequency of Use

Oct. 4, 2008 - Jan. 31, 2009

N=3,822



How did you find this site?

- 42% search engines
- 17% referral links
- 11% bookmarked
- 9% word of mouth

95% of users get to the site
using one of these five
methods

- Search engine
- Referral or links from other sites
- Other, please specify:
- Site bookmarked
- Word of mouth

What is the highest level of education you have completed by Frequency of Use

Oct. 4, 2008 - Jan. 31, 2009

N=4,042

Level of Education

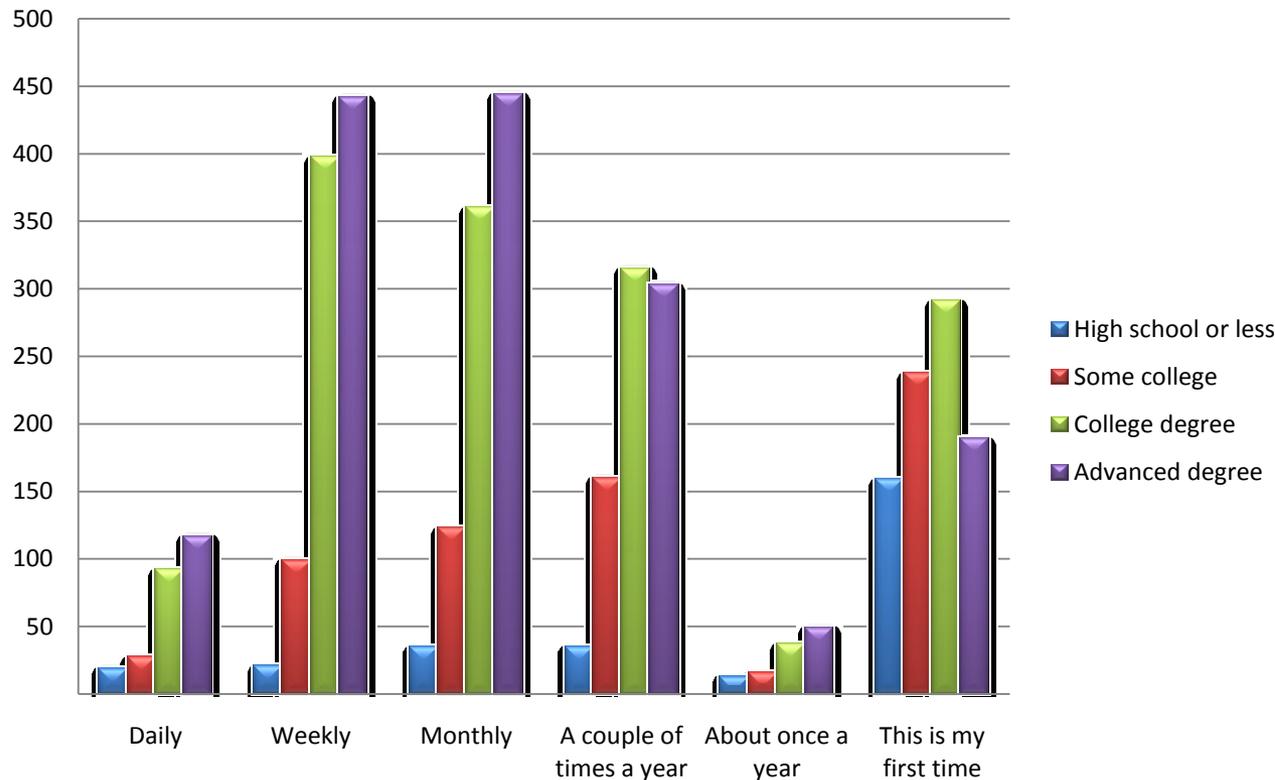
- 7% High school
- 17% Some college
- 37% College degree
- 39% Advanced degree

Infrequent Users (*A couple times a year, about once a year, first time*)

- 34% of infrequent users are high school educated or have some college

Frequent Users (*Daily, Weekly, Monthly*)

- 76% of users who visit frequently have a college degree or advanced degree

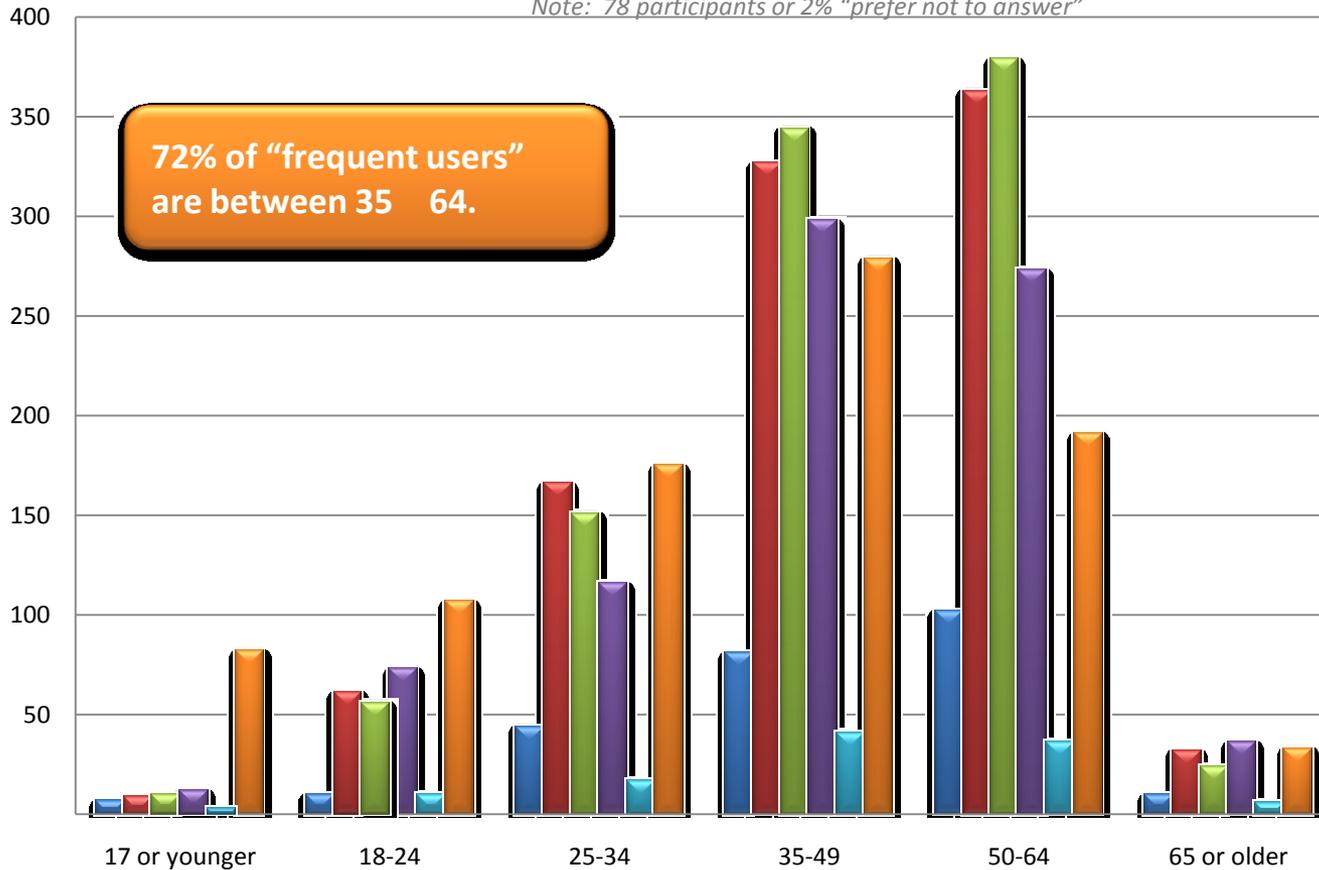


What is your age by Frequency of Use

Oct. 4, 2008 - Jan. 31, 2009

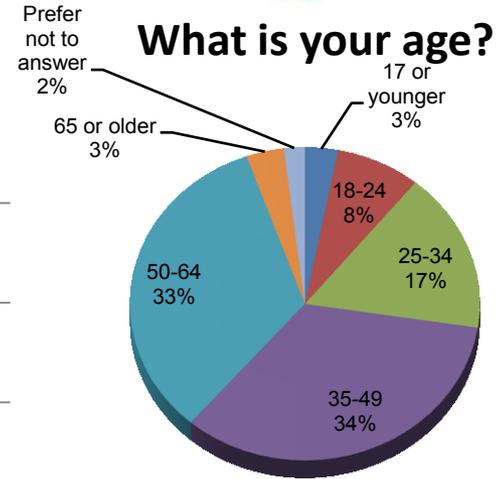
N=3,964

Note: 78 participants or 2% "prefer not to answer"



72% of "frequent users" are between 35 - 64.

What is your age?



- Daily
- Weekly
- Monthly
- A couple of times a year
- About once a year
- This is my first time

CDC Centers for Disease Control and Prevention
Your Online Source for Credible Health Information

A-Z Index A B C D E F G H I J K L M N O P Q R S T U V W X Y Z #

Stop Ticks

Reduce Your Risk of Tick-borne Disease **GO»**

Health & Safety Topics

- Diseases & Conditions**
ADHD, Birth Defects, Cancer, Diabetes, Fetal Alcohol Syndrome, Flu, Hepatitis, HIV/AIDS, STDs...
- Healthy Living**
Bone Health, Physical Activity, Immunizations, Genetics, Sexual Health, Smoking Prevention...
- Emergency Preparedness & Response**
Bioterrorism, Chemical & Radiation Emergencies, Severe Weather...
- Injury, Violence & Safety**
Brain Injury, Child Abuse, Falls, Fires, Food Safety, Poisoning, Suicide, Youth Violence...
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Air Pollution, Carbon Monoxide, Lead, Mold, Water Quality, Climate Change...
- Travelers' Health**
Destinations, Outbreaks, Travel Vaccinations, Yellow Book...

Public Health Data & Statistics

Adults* with fair or poor health, by hearing status, 2000-2006

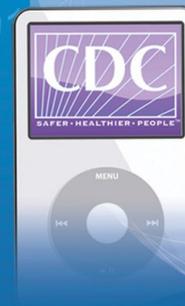
Hearing Status	Percentage
All Adults	12.1%
Good Hearing	10.5%
A Little Trouble Hearing	17.5%
Deaf or a Lot of Trouble Hearing	28.9%

*Age-adjusted percentage of adults in the United States aged 18 years and older

[Click image for more information](#)



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In English / en Español - 24/7



Information Tailored to My Needs

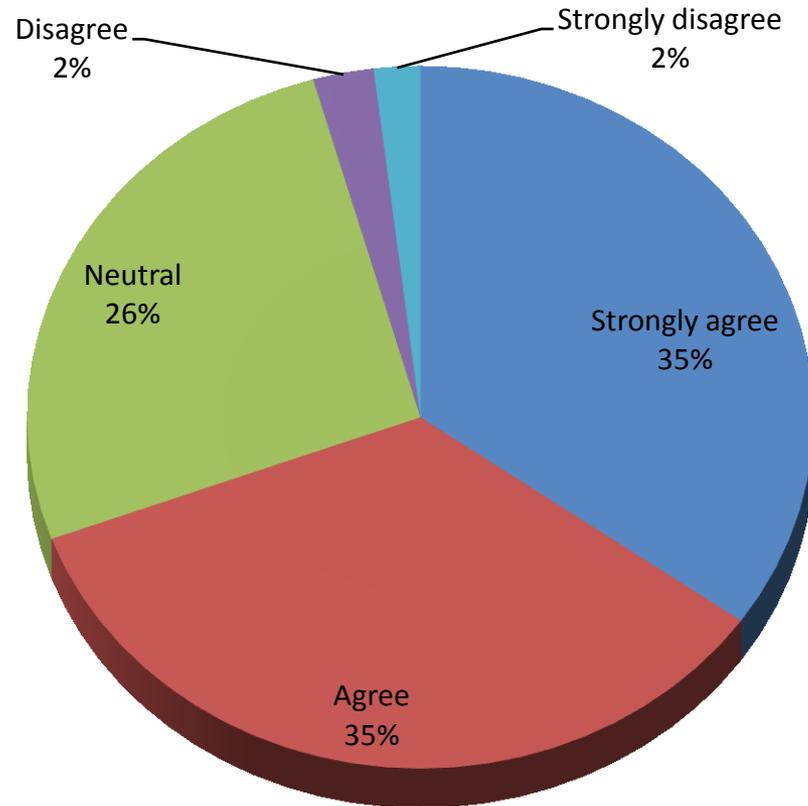
I would like to find health information on CDC.gov that is tailored to my individual health needs (i.e., vaccinations for my age, preventive screening test recommendations for my age, fitness benchmarks for getting started by age, etc.):

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

American Customer Satisfaction Index (ACSI) I would like to find health information on CDC.gov that is tailored to my individual health needs.

October 4, 2008 - January 31, 2009

N=4042



Looking for Information on:

- 82% of those looking for **healthy lifestyles** agree ($N= 176 / 203$)
- 75% of those looking for **disease prevention** agree ($N= 253 / 336$)
- 75% of those looking for **vaccines / immunizations** ($N= 144 / 193$)
- 73% of those looking for **diseases & conditions** agree ($N= 483 / 661$)
- 68% of those looking for **data & statistics** agree ($N= 442 / 648$)
- 67% of those looking for **emergency preparedness** agree ($N= 156 / 233$)
- 61% of those looking for **outbreaks** agree ($N= 134 / 219$)
- 57% of those looking for **workplace safety** agree ($N= 108 / 189$)

CDC Centers for Disease Control and Prevention
Your Online Source for Credible Health Information

A-Z Index: A B C D E F G H I J K L M N O P Q R S T U V W X Y Z #

Stop Ticks

Reduce Your Risk of Tick-borne Disease **GO >>**

Health & Safety Topics

- Diseases & Conditions**
ADHD, Birth Defects, Cancer, Diabetes, Fetal Alcohol Syndrome, Flu, Hepatitis, HIV/AIDS, STDs...
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Brain Injury, Child Abuse, Falls, Fires, Food Safety, Poisoning, Suicide, Youth Violence...
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- Travelers' Health**
Destinations, Outbreaks, Travel Vaccinations, Yellow Book...

Public Health Data & Statistics

Adults* with fair or poor health, by hearing status, 2000-2006

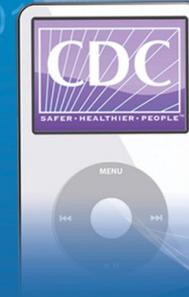
Hearing Status	Percentage
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*Age-adjusted percentage of adults in the United States aged 18 years and older

[Click image for more information](#)



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cdcinfo@cdc.gov
TTY: 888-232-6348
In English /en Español-24/7



Role

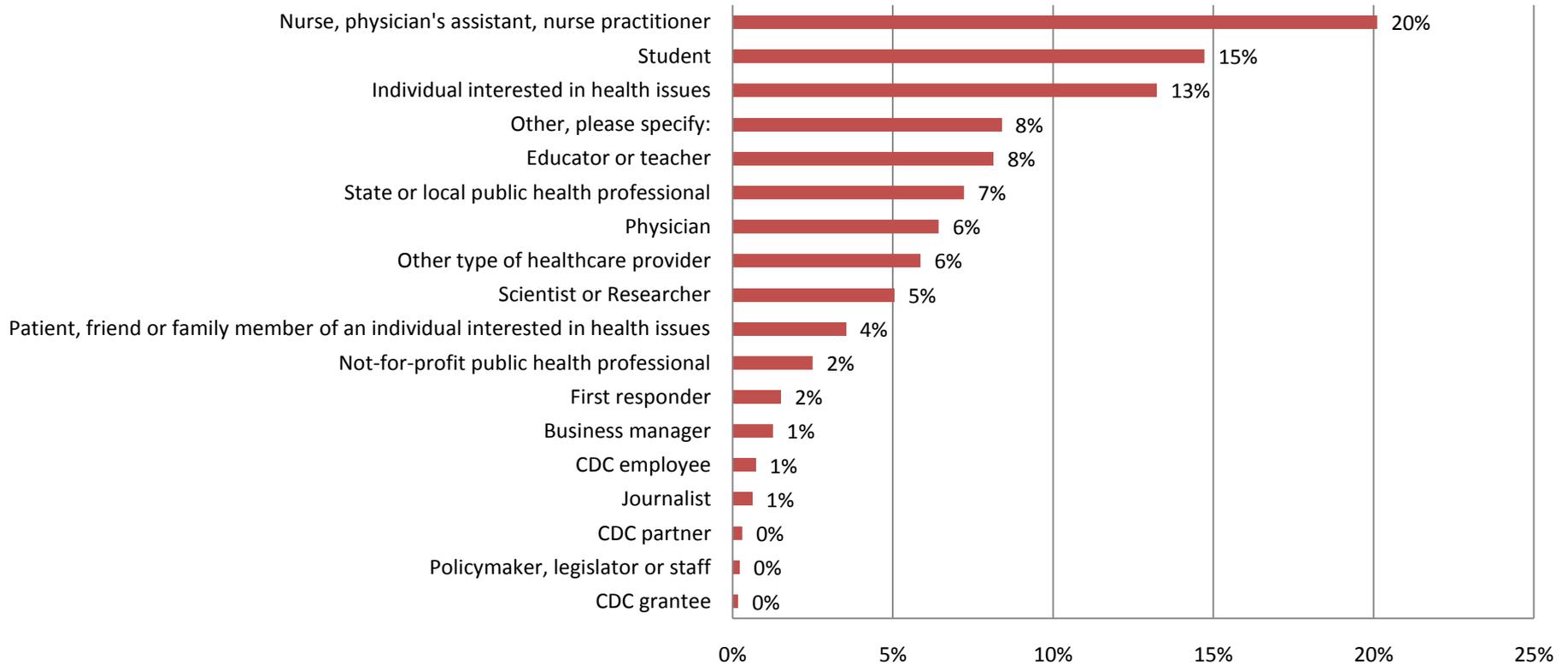
Which best describes your role?

- Healthcare Provider
- Educator/Student
- Consumer
- Public Health Provider
- Other

American Customer Satisfaction Index (ACSI) Which best describes your role?

October 4, 2008 – January 31, 2009

N=4042

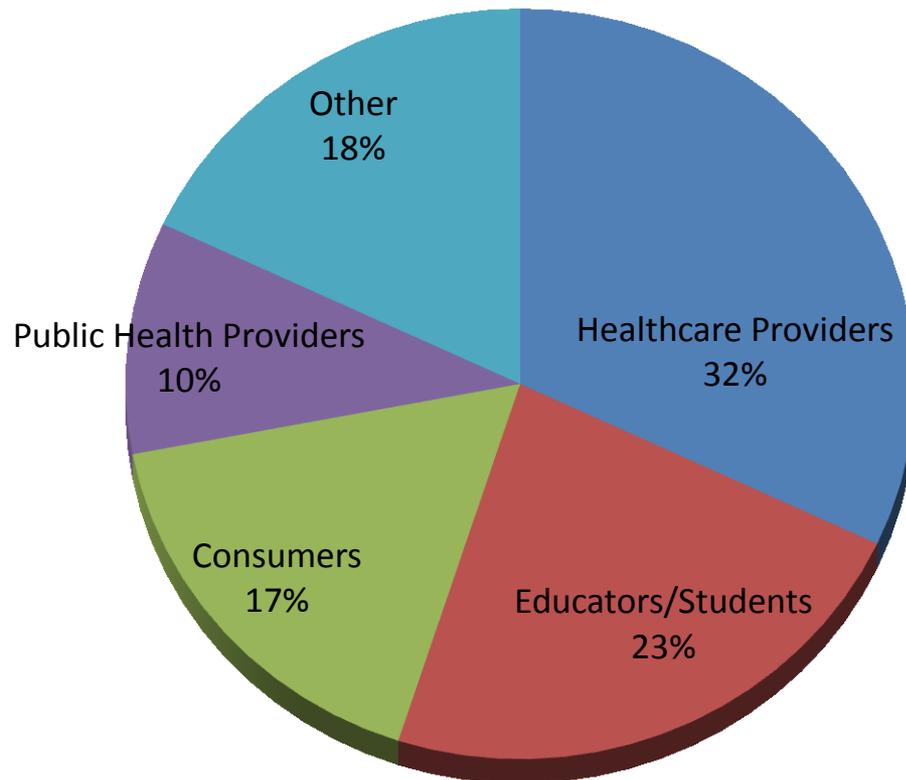


Note: Percentages on this chart don't add up to 100% as some items were less than 1%, and when rounded were rounded as 0%.

American Customer Satisfaction Index (ACSI) Which best describes your role?

October 4, 2008 - January 31, 2009

N=4042



Healthcare Providers

consist of the following :

- Nurses, physician's assistants, practitioners
- Physicians
- Other type of healthcare providers

Consumers consist of the following:

- Individual interested in health issues
- Patient, friend or family member of an individual interested in health issues

Public Health Professionals

consist of the following:

- State or local public health professional
- Not-for-profit public health professional

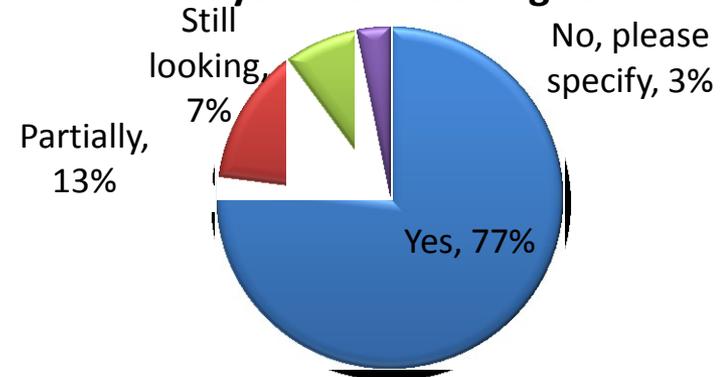
Healthcare Providers (N=1310)



What type of information were you looking for: (Top Responses)

- 17% Diseases & Conditions
- 12% Data & Statistics
- 11% Disease Prevention
- 9% Professional training/ education materials
- 7% Patient Education Materials

Were you able to find what you were looking for?

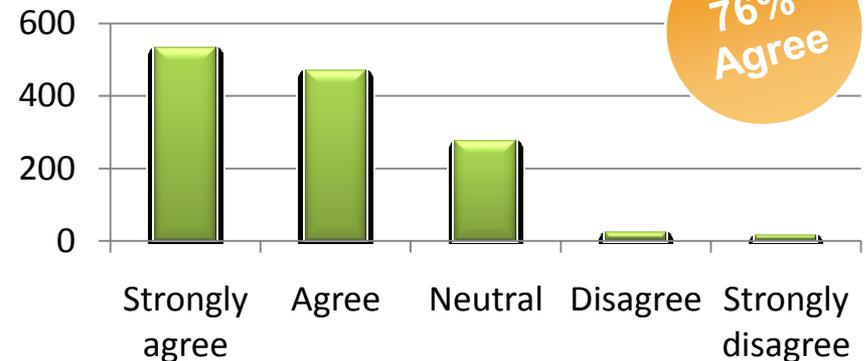


How do they find the site?

(Top Responses)

- 37% used a search engine
- 18% used links from other sites
- 14% had site bookmarked

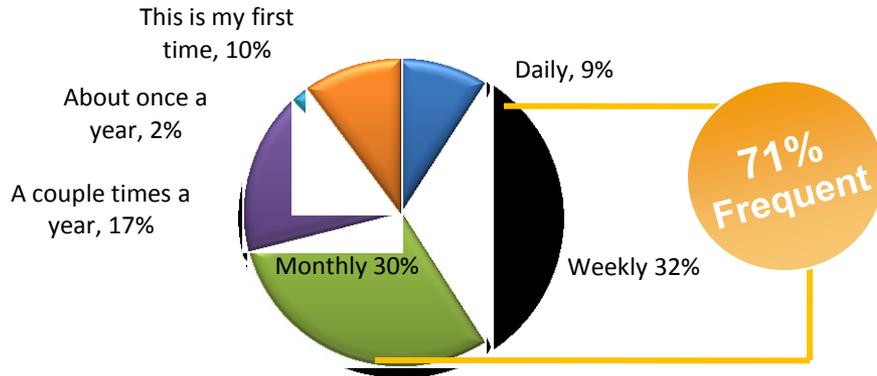
Would like to find health information tailored to my needs



Healthcare Providers (N=1310)



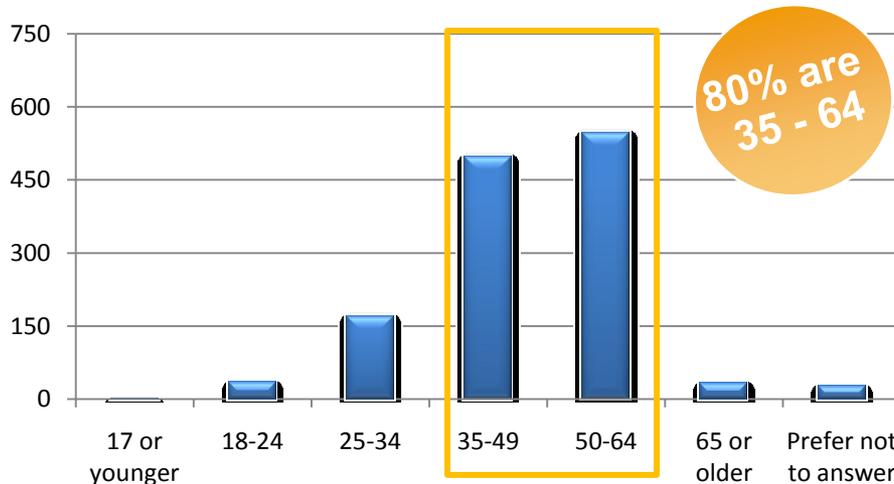
How frequently do you use the CDC.gov Web site?



Who are these users?

- 62% are nurses, physician's assistants, nurse practitioners
- 20% are physicians
- 18% are other type of healthcare providers

What is your age?



What is their education level?

- 45% have an advanced degree
 - 46% have a college degree
 - 8% have some college
 - 1% have a high school degree or less
- 91% College Degree**



Summary

- Nurses, physician's assistants, nurse practitioners (62%), physicians (20%), other type of healthcare providers (18%)
- Looking for diseases & conditions (17%), data & stats (12%), disease prevention (11%), professional training (9%) and patient education materials (7%)
- Successfully find what they are looking for (77%)
- Frequent users (71%)
- Middle-aged, 35 – 64 (80%)
- College degree (91%)
- Found CDC.gov via a search engine (37%), links from other sites (18%), had site bookmarked (14%)
- Would like health info tailored to their needs (76%)
- Have not used CDC Mobile (96%)

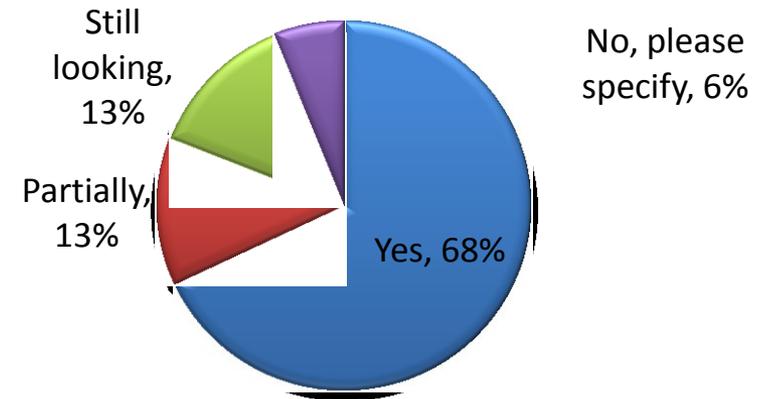
Educators or Students (N=924)



What type of information were you looking for: (Top Responses)

- 23% Data & Statistics
- 21% Diseases & Conditions
- 9% Professional Training/Education Materials
- 5% Outbreak Information

Were you able to find what you were looking for?

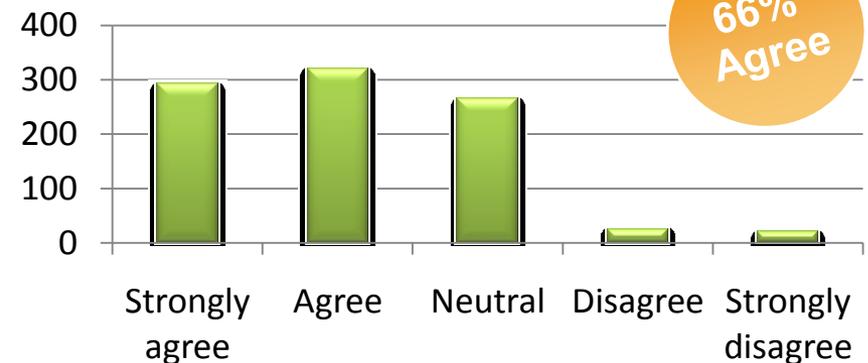


How do they find the site?

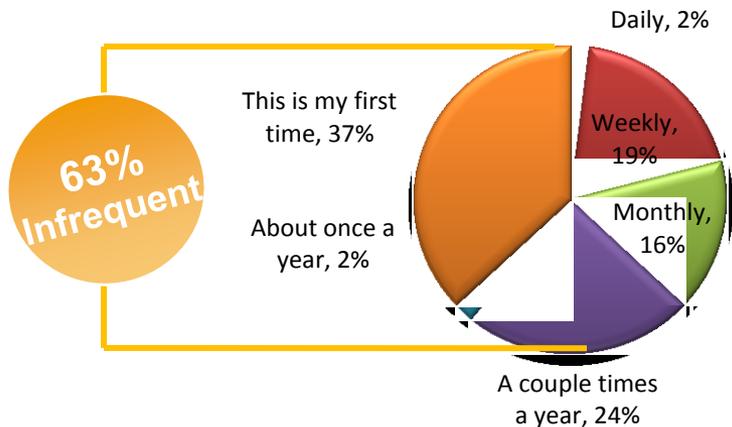
(Top Responses)

- 49% used a search engine
- 13% used links from other sites
- 11% used word of mouth

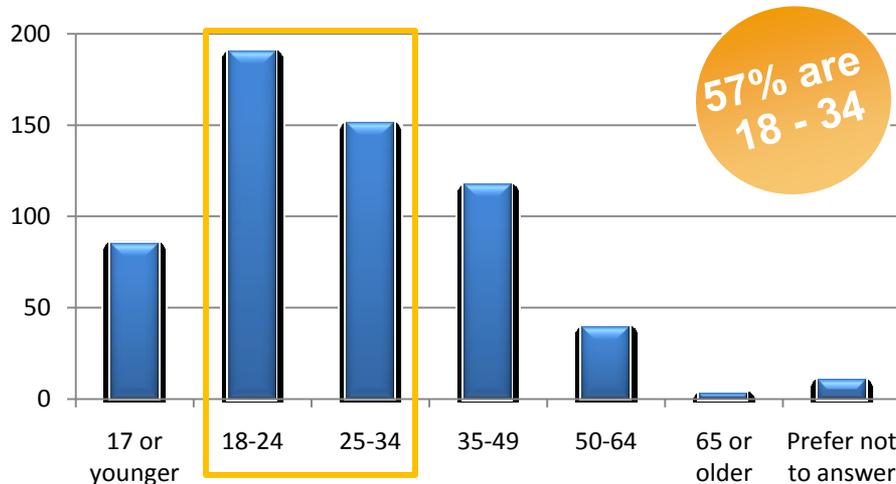
Would like to find health information tailored to my needs



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



What is your age?



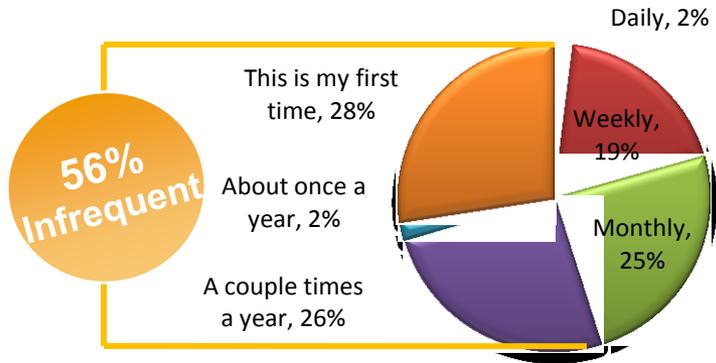
Who are these users?

- 64% are students
 - Of the 924 users who make up the Students/Educators audience, 64% are students)
 - Students make up 15% of the total CDC.gov user audience

What is their education level?

- 12% have an advanced degree
 - 32% have a college degree
 - 36% have some college
 - 19% have a high school degree or less
- 44% College Degree**

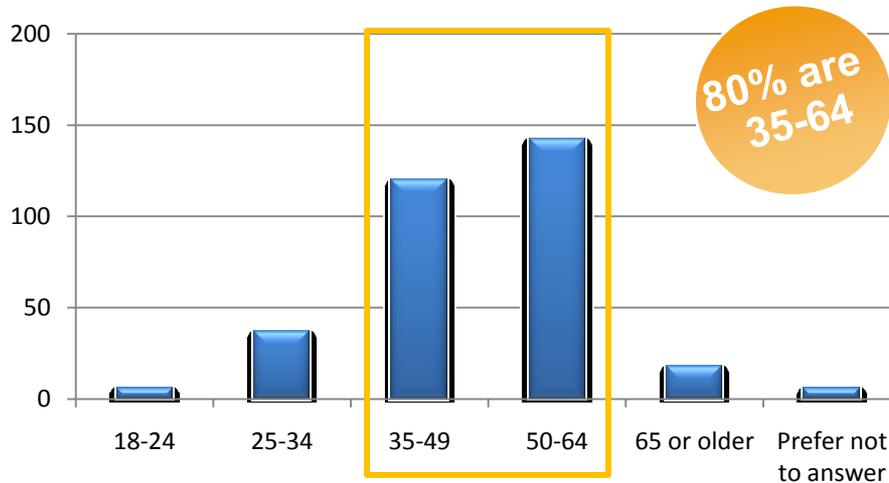
How frequently do you use the CDC.gov Web site?



Who are these users?

- 36% are educators or teachers
 - Of the 924 users who make up the Students/Educators audience, 36% are educators)
 - Educators make up 8% of the total CDC.gov user audience

What is your age?



What is their education level?

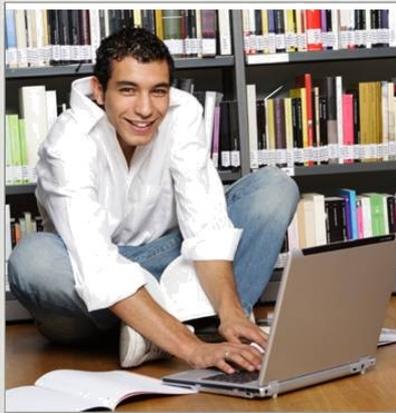
- 58% have an advanced degree
- 36% have a college degree
- 5% have some college
- 1% have a high school degree or less

94% College Degree

Educators or Students (N=924)



Educators



Students

Summary

- Students (64%) and educators/teacher (36%)
- Looking for diseases & conditions (23%), data & stats (21%), professional training/educational materials (9%)
- Successfully find what they are looking for (68%)
- Infrequent users - students (63%) and educators/teachers (56%)
- Students aged 18-34 (57%) and educators/teachers aged, 35 – 64 (80%)
- College degree, students (44%) and educators/teachers (94%)
- Found CDC.gov via a search engine (49%), links from other sites (13%) and word of mouth (11%)
- Would like health info tailored to their needs (66%)
- Have not used CDC Mobile (97%)

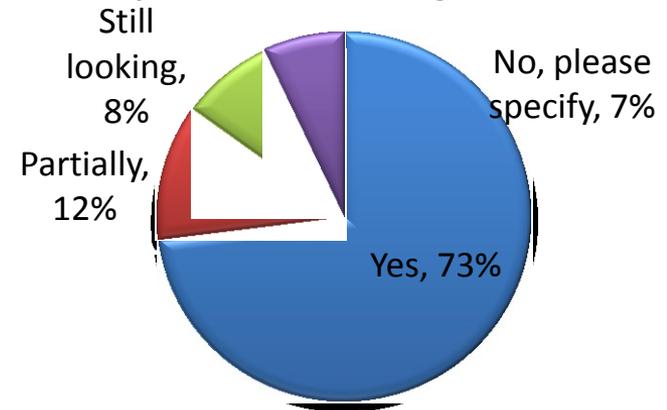
Consumers (N=678)



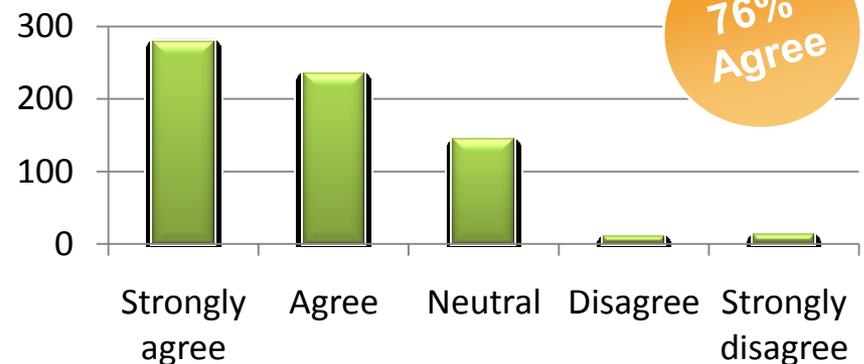
What type of information were you looking for: (Top Responses)

- 29% Diseases & Conditions
- 13% Data & Statistics
- 11% Disease Prevention
- 9% Outbreak Information
- 8% Healthy Lifestyles

Were you able to find what you were looking for?



Would like to find health information tailored to my needs

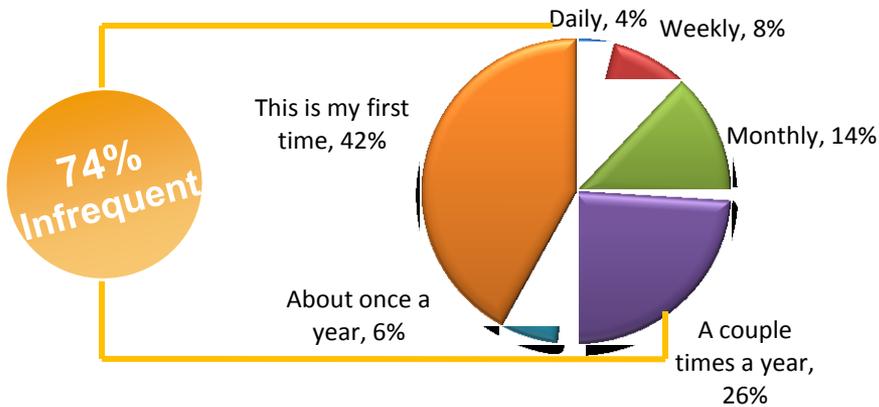


How do they find the site?

(Top Responses)

- 53% used a search engine
- 21% used links from other sites

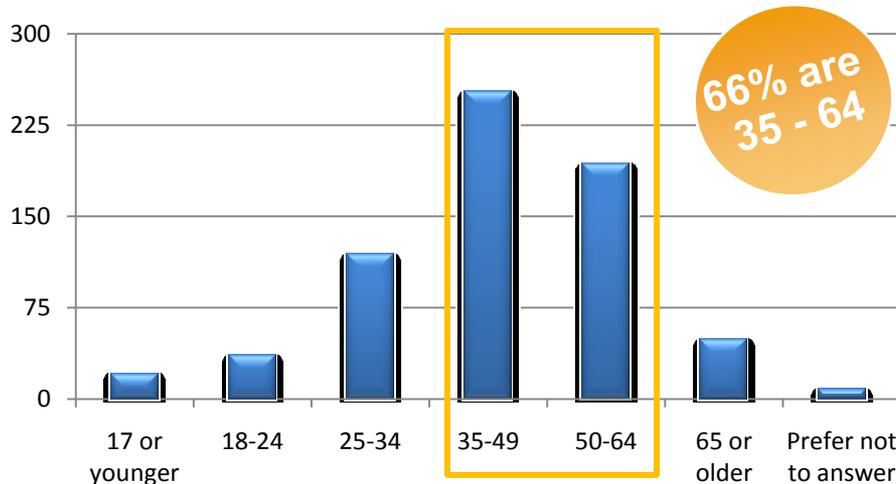
How frequently do you use the CDC.gov Web site?



Who are these users?

- 79% are individuals interested in health issues
- 21% are patients, friends or family members of an individual interested in health issues

What is your age?



What is their education level?

- 23% have an advanced degree
 - 32% have a college degree
 - 29% have some college
 - 16% have a high school degree or less
- 55% College Degree**



Summary

- Typically individuals interested in health issues (79%), and patients, friends or family members of an individual interested in health issues (21%)
- Looking for diseases & conditions (29%), data & stats (13%), disease prevention (11%), outbreak (9%) and healthy living (8%)
- Successfully find what they are looking for (73%)
- Infrequent users (74%)
- Middle-aged, 35 – 64 (66%)
- College degree (55%)
- Found CDC.gov via a search engine (53%), used links from other sites (21%)
- Would like health info tailored to their needs (76%)
- Have not used CDC Mobile (97%)

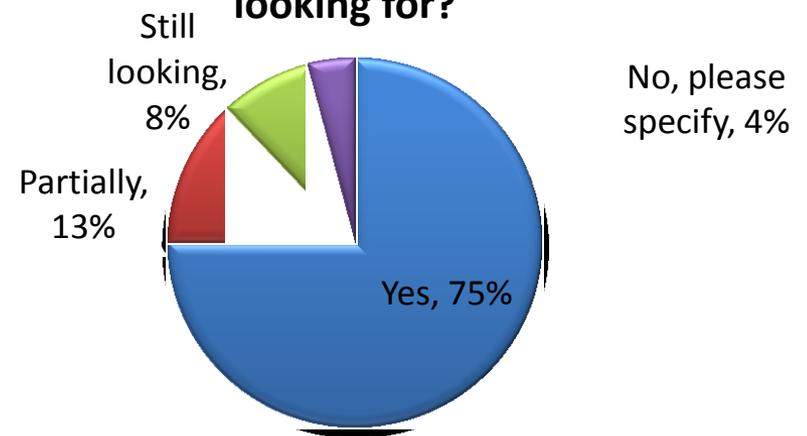
Public Health Professionals (N=393)



What type of information were you looking for: (Top Responses)

- 15% Data & Statistics
- 11% Emergency Preparedness
- 10% Disease Prevention
- 9% Diseases & Conditions
- 7% Resources for Public Health programs
- 5% Healthy Lifestyles

Were you able to find what you were looking for?

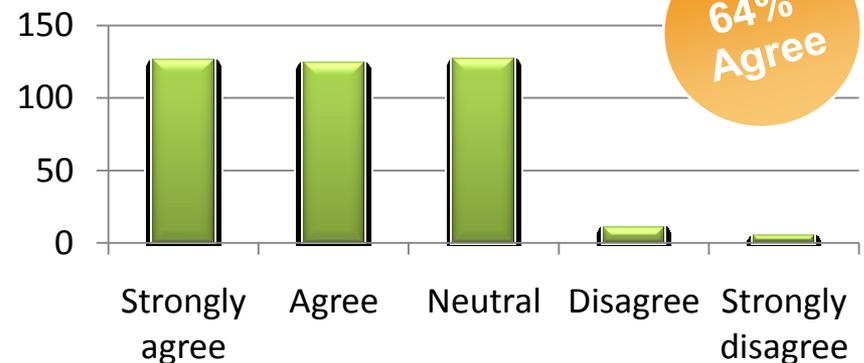


How do they find the site?

(Top Responses)

- 28% used a search engine
- 23% had site bookmarked
- 19% used links from other sites

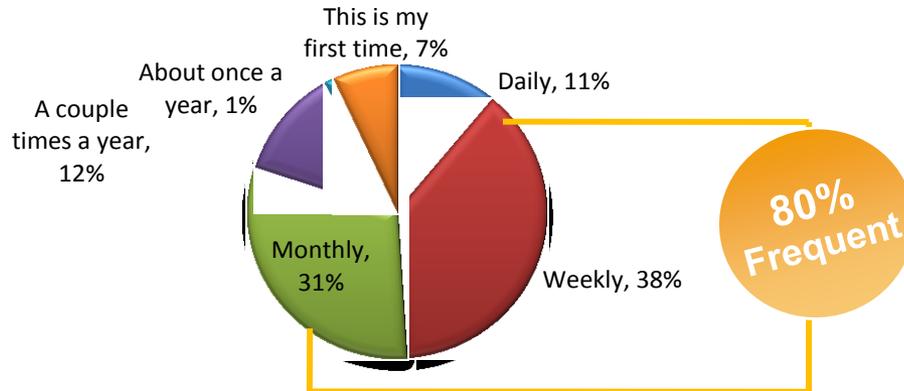
Would like to find health information tailored to my needs



Public Health Professionals (N=393)



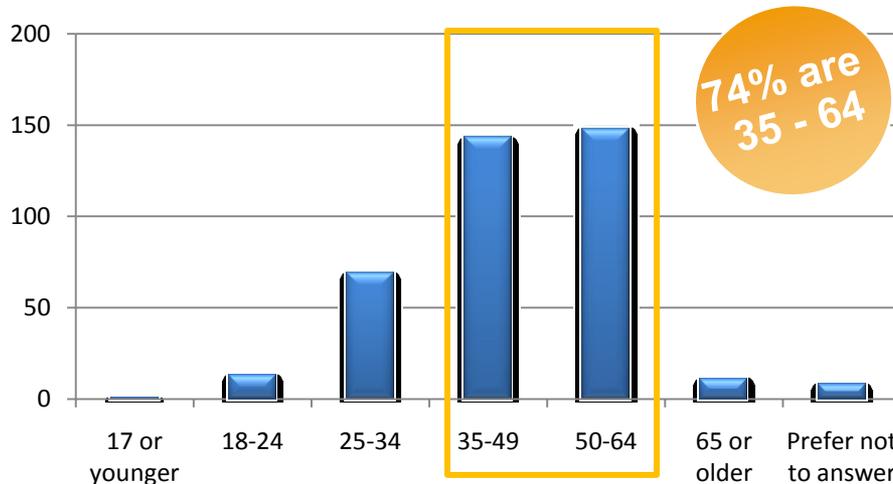
How frequently do you use the CDC.gov Web site?



Who are these users?

- 74% 'Not-for-profit public health professionals'
- 26% 'State or local public health professionals'

What is your age?



What is their education level?

- 52% have an advanced degree
- 37% have a college degree
- 10% have some college
- 2% have a high school degree or less

89% College Degree



Summary

- Typically not-for-profit public health professionals (74%), and state or local public health professionals (26%)
- Looking for diseases & conditions (15%), data & stats (11%), disease prevention (10%), & emergency preparedness (9%)
- Successfully find what they are looking for (75%)
- Frequent users (80%)
- Middle-aged, 35 – 64 (74%)
- College degree (89%)
- Found CDC.gov via a search engine (28%), had site bookmarked (23%), used links from other sites (19%)
- Would like health info tailored to their needs (64%)
- Have not used CDC Mobile (94%)

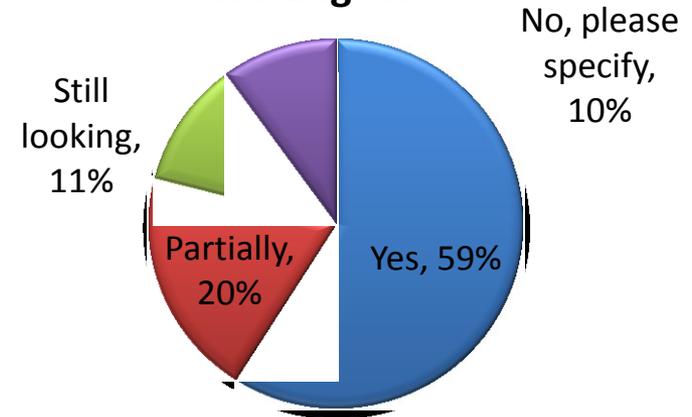
Researchers or Scientists (N=204)



What type of information were you looking for: (Top Responses)

- 29% Data & Statistics
- 13% Diseases & Conditions
- 9% Workplace Safety and Health
- 6% Emergency Preparedness

Were you able to find what you were looking for?

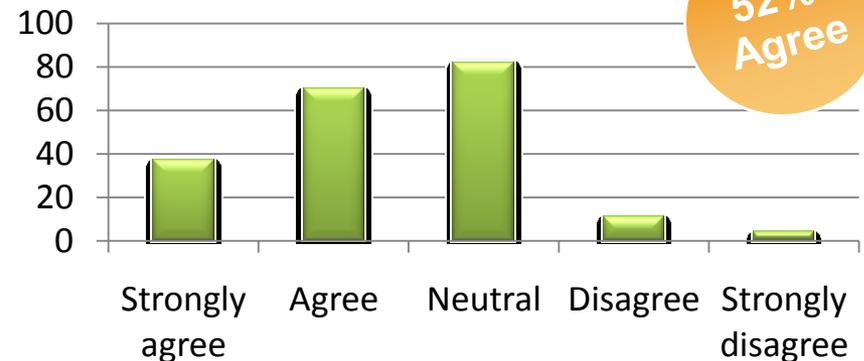


How do they find the site?

(Top Responses)

- 47% used a search engine
- 18% had site bookmarked
- 16% used links from other sites

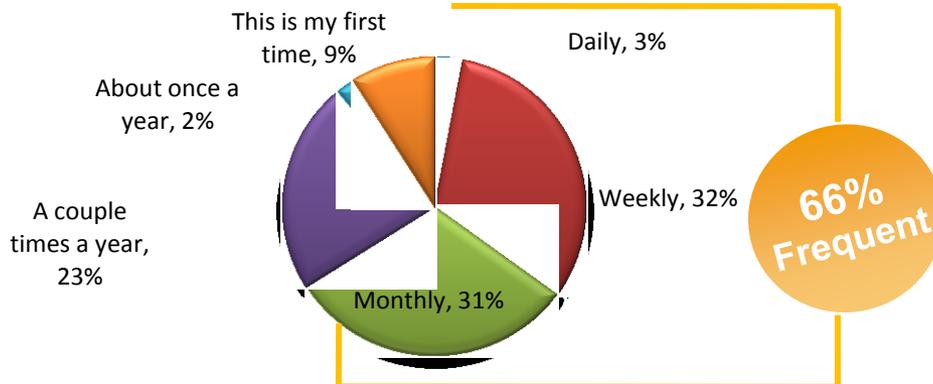
Would like to find health information tailored to my needs



Researchers or Scientists (N=204)



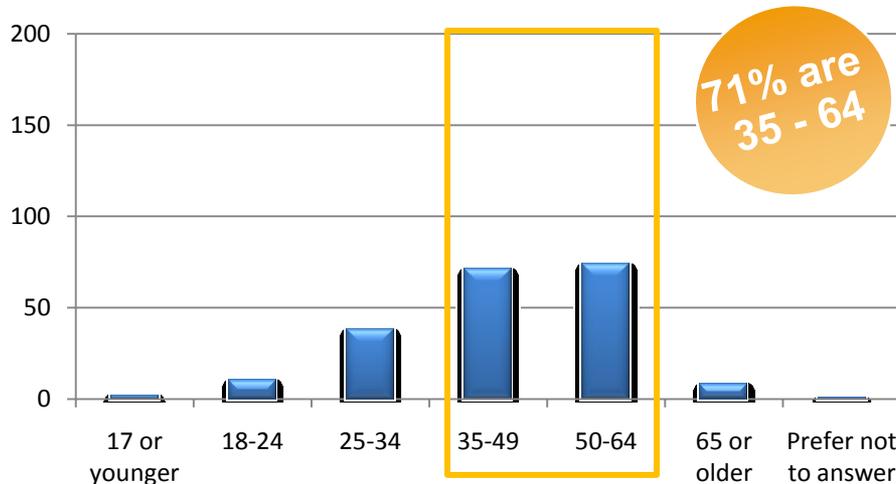
How frequently do you use the CDC.gov Web site?



Who are these users?

- 100% 'Scientists or Researchers'

What is your age?



What is their education level?

- 75% have an advanced degree
- 20% have a college degree
- 3% have some college
- 2% have a high school degree or less

95% College Degree



Summary

- Scientists or Researchers (100%)
- Looking for data & stats (29%), disease & conditions (13%), workplace safety & health (9%) emergency preparedness (6%)
- Successfully find what they are looking for (59%)
- Frequent users (66%)
- Middle-aged, 35 – 64 (71%)
- College degree (95%)
- Found CDC.gov via a search engine (47%), had site bookmarked (18%), used links from other sites (16%)
- Would like health info tailored to their needs (52%)
- Have not used CDC Mobile (95%)

Usage of New Media / Web 2.0

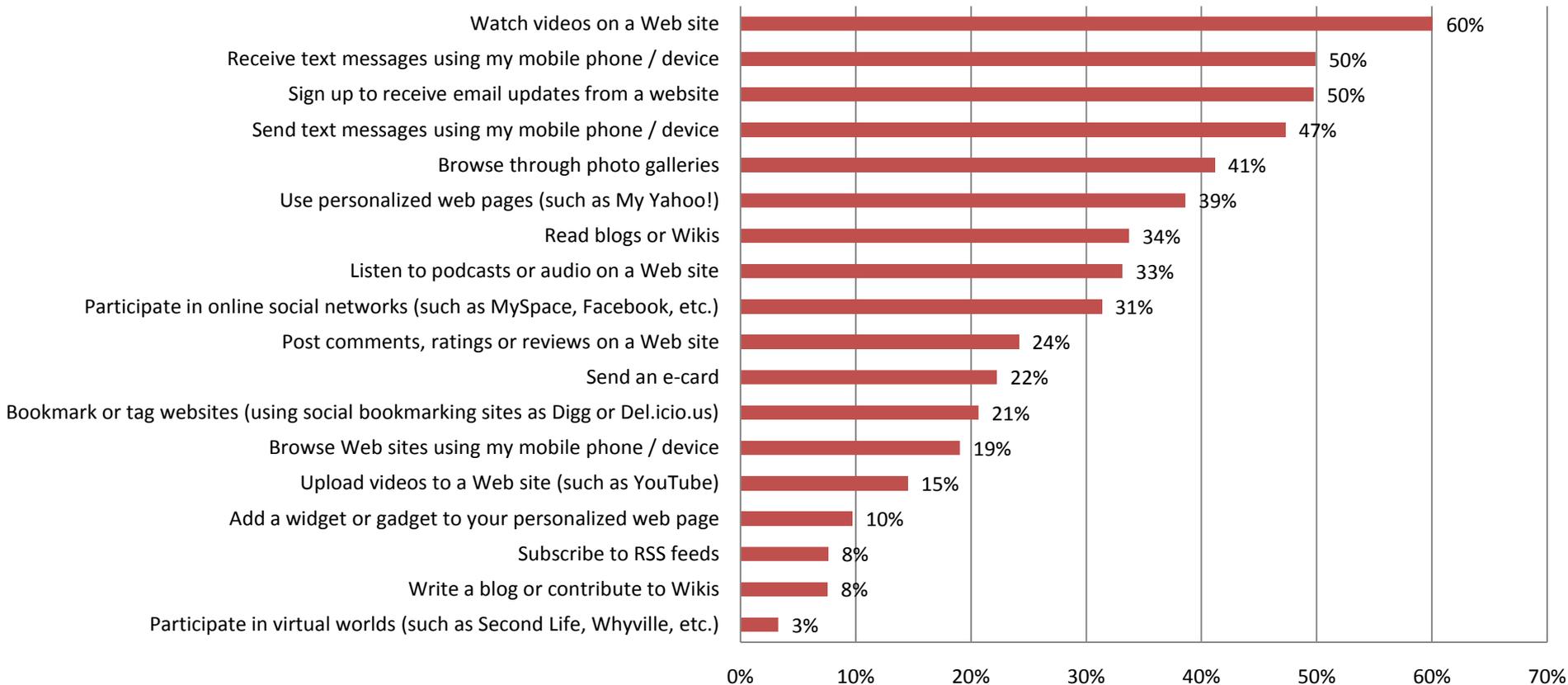


American Customer Satisfaction Index (ACSI)

In the last three months have you done any of the following?

October 4, 2008 - January 31, 2009

N=4042

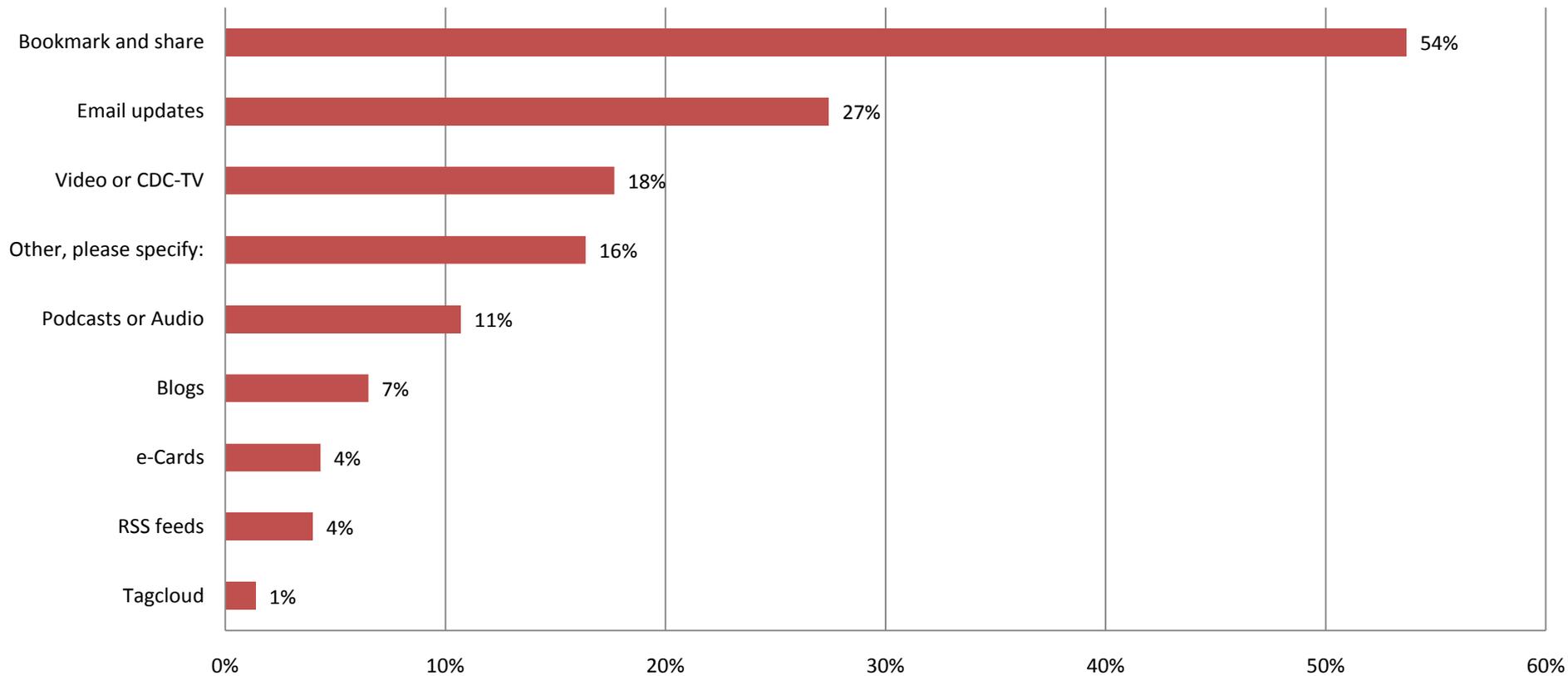


American Customer Satisfaction Index (ACSI)

Which of the following items do you use on the CDC.gov website?

October 4, 2008 - January 31, 2009

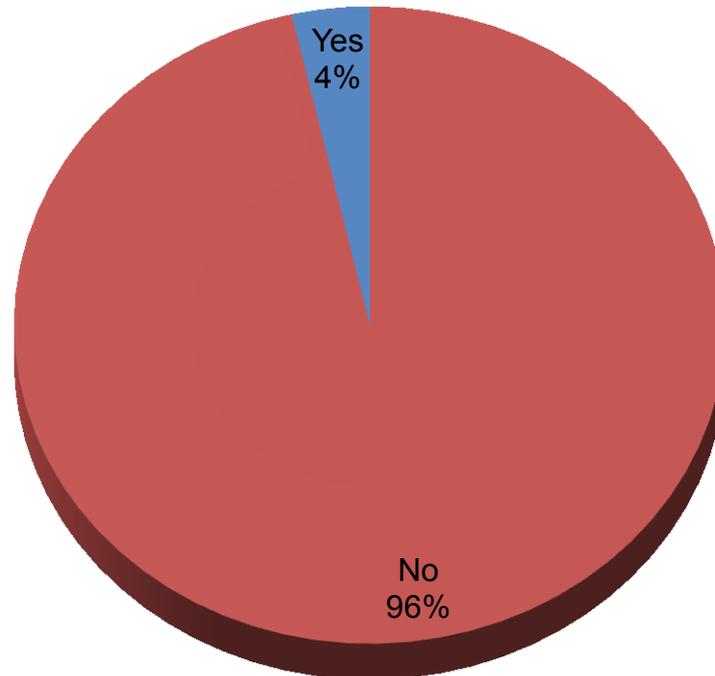
N=4042



American Customer Satisfaction Index (ACSI) Have you ever viewed CDC's Web site on your mobile phone or device?

October 4, 2008 - January 31, 2009

N=4042



Overall User Summary



Summary

- The majority of users are looking for 'health information for work' (45%), while the second largest reason for visiting the site is to look for 'health information for myself' (14%)
- The two most popular topics users are looking for are diseases and conditions (16%) and data and stats (16%)
- Nearly three-fourth of all users state that they found what they were looking for (72%)
- The majority of users (70%) state that they would like to have health information tailored to their needs
- With regard to new media usage (in the last three months), most (60%) say that they have watched a video online, half (50%) say they have received text messages, half (50%) say they receive e-mail updates from a Web site, and a large portion (41%) have browsed through online photo galleries
- Most users (96%) say they have not viewed CDC's Web site on a mobile device

Summary

- The majority of users (55%) are frequent users, using the site daily (7%), weekly (24%) or monthly (24%)
- The remaining users (45%) are infrequent users, using the site a couple times a year (20%), once a year (3%), or are a first time visitor (22%)
- The majority of users are healthcare providers, with nurses/physicians' assistants being the largest audience (20%), students are the second largest audience (15%), followed by individuals interested in health issues (13%)
- The majority of users are middle-aged (67%), with about one-third who report that they are between 35-49 (34%) and another third between 50-64 (33%). Only a fraction of users are over 65 (3%), while younger users between the ages of 24-34 make up about one-fifth of the audience (17%) and the remaining users are either aged 18-24 (6%) or prefer not to answer (2%)
- The majority of users (76%) are college-educated, with the largest group having an advanced degree (39%) and the second largest group have a college degree (37%), the remaining users have some college (17%) or a high school or less (7%)
- Preliminary data (from Jan. 17-Jan. 31) indicate that the audience may be mostly female (70%)
- Most users (42%) report that they found the site via a search engine, with the second largest group (17%) reporting that they found the site via links from other sites

- What we get from ACSI
 - Monthly Satisfaction Reports (in Excel)
 - Monthly Benchmark Reports (in Excel)
 - Four Segmentations per year (in PowerPoint)
 - Four Sets of Raw Data per year (in Excel / SPSS)
 - Access to online portal (www.foreseeresults.com)

- How the data will be shared
 - Posted to intranet site (to be completed next month)
 - Council members to receive usernames / passwords for portal
 - UX Community of Practice to receive usernames passwords for portal

CDC Centers for Disease Control and Prevention
Your Online Source for Credible Health Information

A-Z Index: A B C D E F G H I J K L M N O P Q R S T U V W X Y Z #

Stop Ticks
Reduce Your Risk of Tick-borne Disease **GO»**

Public Health Data & Statistics

Adults* with fair or poor health, by hearing status, 2000-2006

Hearing Status	Percentage
All Adults	12.1%
Good Hearing	10.5%
A Little Trouble Hearing	17.5%
Deaf or a Lot of Trouble Hearing	28.9%

*Age-adjusted percentage of adults in the United States aged 18 years and older

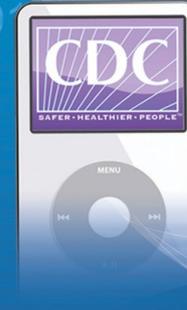
[Click image for more information](#)

Health & Safety Topics

- Diseases & Conditions**
ADHD, Birth Defects, Cancer, Diabetes, Fetal Alcohol Syndrome, Flu, Hepatitis, HIV/AIDS, STDs...
- Healthy Living**
Bone Health, Physical Activity, Immunizations, Genetics, Sexual Health, Smoking Prevention...
- Emergency Preparedness & Response**
Bioterrorism, Chemical & Radiation Emergencies, Severe Weather...
- Injury, Violence & Safety**
Brain Injury, Child Abuse, Falls, Fires, Food Safety, Poisoning, Suicide, Youth Violence...
- Environmental Health**
Air Pollution, Carbon Monoxide, Lead, Mold, Water Quality, Climate Change...
- Travelers' Health**
Destinations, Outbreaks, Travel Vaccinations, Yellow Book...



800-CDC-INFO (232-4636)
cdcinfo@cdc.gov
TTY: 888-232-6348
In English / en Español - 24/7



Appendix

Definitions & Glossary



American Customer Satisfaction Index (ACSI): The American Customer Satisfaction Index (ACSI) is a national economic indicator of customer evaluations of the quality of goods and services available to household consumers in the United States. It measures 7 economic sectors, 39 industries (including e-commerce) and approximately 200 companies and government agencies -- accounting for almost half of the U.S. economy. Established in 1994, the ACSI tracks trends in customer satisfaction and provides valuable benchmarking insights for the consumer economy. The Index is produced by a partnership of the University of Michigan Business School, American Society for Quality (ASQ) and CFI Group.

Custom Questions: Each Customer Satisfaction Survey includes two different types of questions: model questions and custom questions. Custom questions are unique to each survey and can take a variety of different forms, including radio buttons, drop-down menus, check boxes, and open-ended text. The custom question responses are not used to derive the results using the ACSI methodology; so custom question results are reported separately in the Online Reporting Facility. Custom questions provide an excellent opportunity for data segment analysis.

Elements: Elements are defined as certain site attributes that are deemed critical to your site visitors' overall Satisfaction with your site, such as Functionality, Navigation and Product Information. ForeSee Results uses the cause-and-effect ACSI methodology to determine the score and impact of each element, based on site visitors' responses to survey questions related to these elements.

Future Behaviors: Future Behaviors are the things you want your customers to do more of as a result of visiting your website, such as recommend your site to others or complete a purchase. The cause-and-effect ACSI methodology enables us to quantify the impact that improving satisfaction with your site would have on increasing site visitors' likelihood to recommend your site and complete an online purchase.

Glossary of ForeSee Results Terminology (2 of 2)



Impact: Impact is the numeric representation of the cause-and-effect relationship between an element (e.g., Site Navigation) and customer satisfaction or customer satisfaction and a future behavior (e.g., Likelihood to Purchase). An *impact* represents the increase in customer satisfaction resulting from a 5-point increase in an element score. For example if the impact score of Site Navigation is 1.2, then a 5-point increase in Site Navigation's score would lead to an increase in customer satisfaction by 1.2 points.

Loyalty Factor: The Loyalty Factor is a number that establishes how many pages with survey code a site visitor must visit before they are eligible to receive a survey. Loyalty Factor is utilized to ensure that respondents have experienced enough of a site before completing the Customer Satisfaction Survey. Popping the survey too early on in a user's visit will alter the survey results.

Model Questions: In order to utilize the ACSI methodology to calculate Satisfaction and Future Behavior scores and impacts, ForeSee Results asks standard model questions. These model questions are targeted toward the key Elements (i.e., "main areas") of the site that drive customer satisfaction (e.g., Functionality, Navigation, Product Browsing, etc.), Overall Satisfaction, and Future Behaviors such as Likelihood to Recommend or Likelihood to Purchase.

Random Sampling: ForeSee Results' technology using a Sampling Percentage to ensure that we survey the minimum number of your site visitors as possible in order to receive new samples of data on a fairly regular basis. Approximately 300 responses were needed to run the first sample of data; subsequent overlapping samples are run daily.