Results of the Q1 2008 American E-Government Satisfaction Index

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Summary of Findings

- **Aggregate satisfaction: 72.4**
  - Down .5 points quarter-over-quarter
  - Down 1 point year-over-year
- **Continuation of declining trend:**
  - Lowest score reported since Q1 2005 (71.9)
  - 1.5 points below all-time high score of 74 (Q2 2006)
- **105 sites measured in Q1 2008**
- **17 sites (16% of total) are "top performers"**
  - Scores of 80 or higher
- **E-commerce = category with biggest increase**
  - Up 1.5% since last quarter

E-Gov Still Outpaces Offline Government

Citizens more satisfied with web than with federal government overall

1st Quarter E-Government Score	72.4

•Real-time data collection from >100 federal websites
•24,000 respondents collected for one quarter (CI +/- 0.3)

Annual ACSI Aggregate Federal Government Score	67.8

• Experience with any Federal agency over the past year
• 1,374 respondents collected (CI +/- 1.1)

+ 4.6 gap

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90% confidence interval, std dev 20

Gap widens between e-gov and private sector scores

E-Government Q1 2008	**72.4**
E-Business Q2 2007 ***(news/information, search engines, portals)***	**75.2**
E-Commerce Q4 2007 ***(online retail, travel, auction, brokerage)***	**81.6**

ACSI E-Gov Index Trend

➢	**Q1 2008**	**72.4**
➢	Q4 2007	72.9
➢	Q3 2007	73.3
➢	Q2 2007	73.7
➢	Q1 2007	73.4
➢	Q4 2006	73.9
➢	Q3 2006	73.7
➢	Q2 2006	74.0
➢	Q1 2006	73.5
➢	Q4 2005	73.9
➢	Q3 2005	73.5
➢	Q2 2005	72.6
➢	Q1 2005	71.9
➢	Q4 2004	72.1
➢	Q3 2004	71.2
➢	Q2 2004	70.3
➢	Q1 2004	70.7
➢	Q4 2003	69.8
➢	Q3 2003	66.7

Q1 '08 score is lowest since Q1 '05

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Aggregate scores declining since Q2 '07

Quarterly ACSI E-Government Satisfaction Scores

Y-axis: **Aggregate Satisfaction Score (100 point scale)** — 65 to 75

Data points: 70.9, 69.1, 70.9, 70.3, 71.2, 72.1, 71.9, 72.6, 73.5, 73.9, 73.5, 73.5, 74, 73.7, 74, 73.9, 73.4, 73.7, 73.3, 72.9, 72.4

X-axis: Sept. 03, Jun. 04, Mar. 05, Dec. 05, Sept. 06, Jun. 07, March '08

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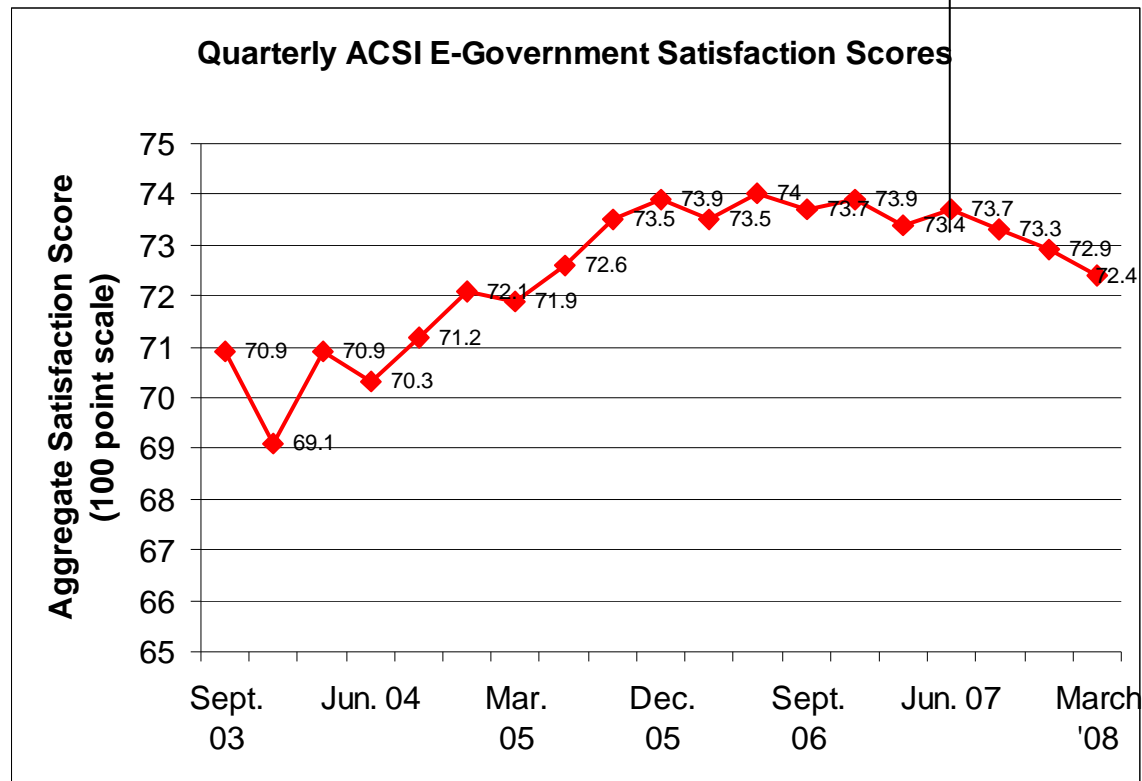
Why is Satisfaction Dropping?

- **Uncertainty over administration change**
- **"Wait and see" on major site upgrades**
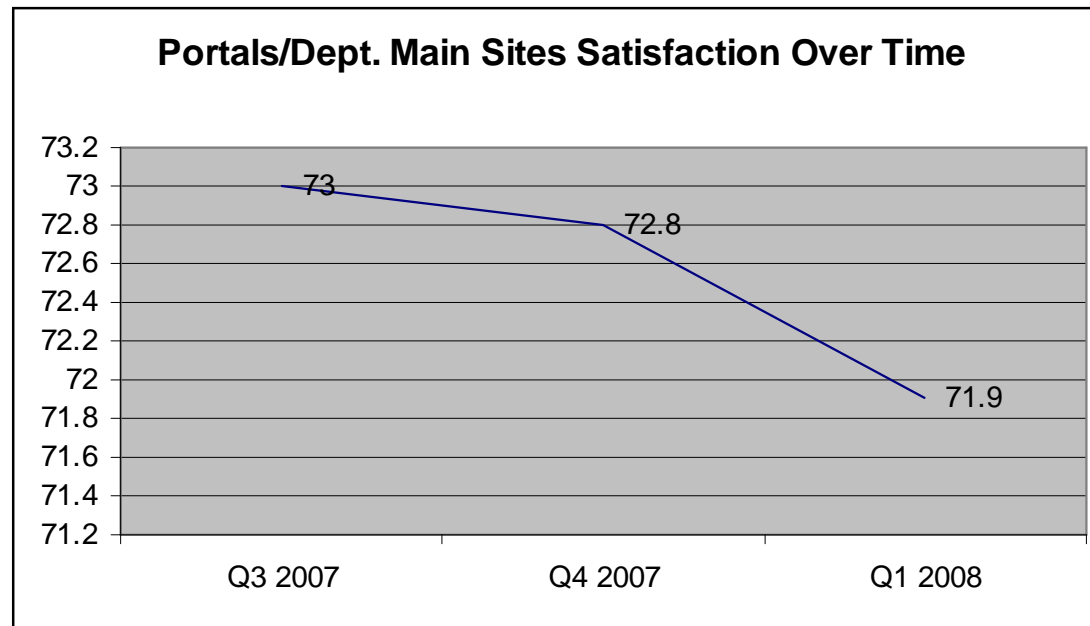

How much of a focus will the new administration place on e-gov?

- **Declining satisfaction with portals/department main sites category lowers overall score**
  - Q2 2006: 75.2 (category high score)
  - Q1 2008: 71.9

Portals/Dept. Main Sites Satisfaction Over Time

	Q3 2007	Q4 2007	Q1 2008
	73	72.8	71.9

Distribution of Scores Over Time

	80s	70s	60s	<60
Q1 2008 Satisfaction	17	53	33	2
Q4 2007 Satisfaction	20	54	24	5
Q3 2007 Satisfaction	19	49	19	4
Q2 2007 Satisfaction	15	49	17	2
Q1 2007 Satisfaction	16	45	15	4
Q4 2006 Satisfaction	18	50	18	1
Q3 2006 Satisfaction	18	52	22	3

	80s	70s	60s	<60
Q1 2008 Satisfaction	16%	50%	31%	2%
Q4 2007 Satisfaction	19%	52%	23%	5%
Q3 2007 Satisfaction	21%	54%	21%	4%
Q2 2007 Satisfaction	18%	59%	20%	2%
Q1 2007 Satisfaction	20%	56%	19%	5%
Q4 2006 Satisfaction	21%	57%	21%	1%
Q3 2006 Satisfaction	19%	55%	23%	3%

Satisfaction Scores Over Time
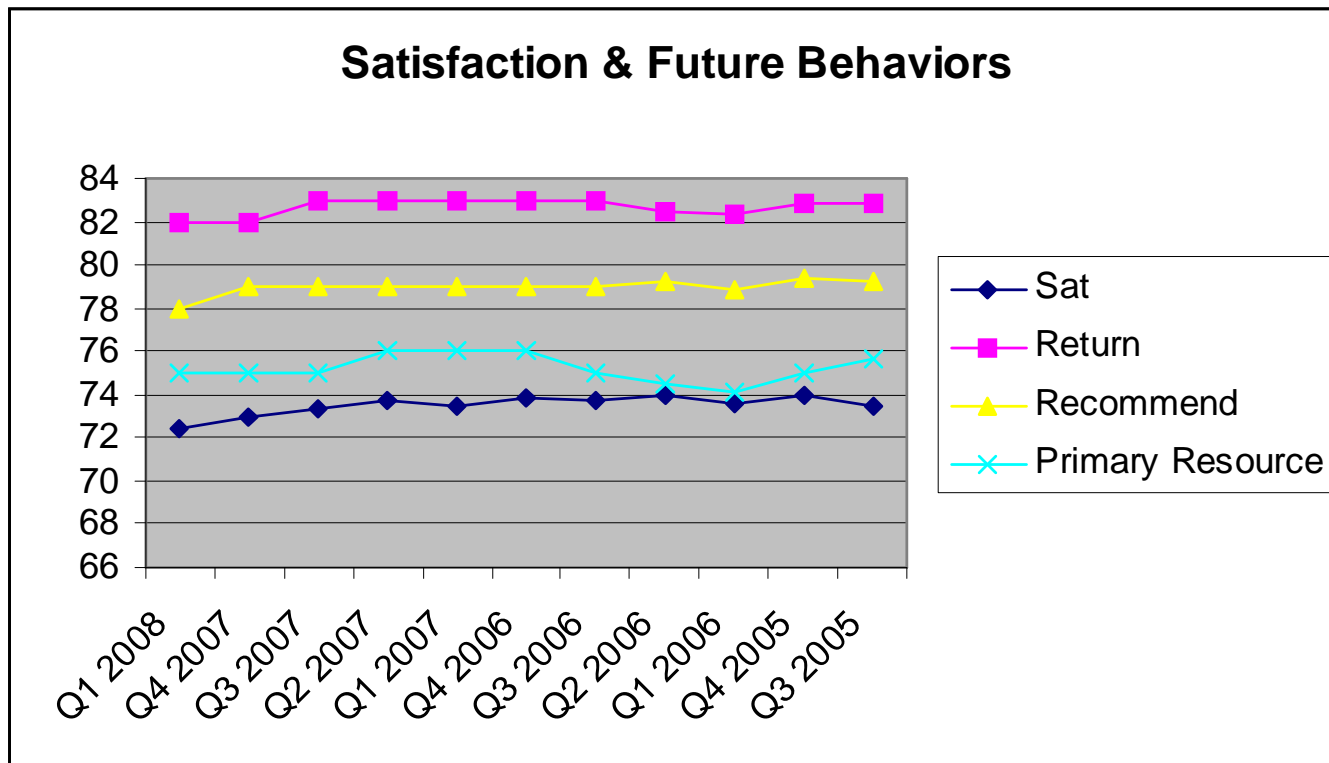
Quarterly Comparison of Q1 2008 to Q4 2007

% of sites with higher scores	% of sites with lower scores	% of sites with same score
33%	42%	26%

Annual Comparison of Q1 2008 to Q1 2007

% of sites with higher scores	% of sites with lower scores	% of sites with same score
49%	32%	19%

Satisfaction & Future Behaviors

Future Behaviors:
Quarter-Over-Quarter

All future behavior scores lower or flat compared
to last quarter

	Q4 2007	Q1 2008	% Change
Satisfaction	72.9	72.4	-0.7%
Return	82	82	0%
Recommend	79	78	-1.3%
Primary Resource	75	75	0%

Element Scores

Most element scores flat from last quarter

ELEMENT	Q4 '07	Q1 '08	% CHANGE
Content	**79**	**79**	**0**
Functionality	**76**	**76**	**0**
Look & Feel	**77**	**77**	**0**
Navigation	**73**	**73**	**0**
Search	**73**	**73**	**0**
Tasks/ Transactions	**81**	**79**	**-2%**

Element Analysis

- **Which elements are top priority for improvement?**

  (1st or 2nd priority; % of sites)

Element	Q4 2007 Top Priority	Q1 2008 Top Priority
Search	**85%**	**83%**
Tasks & Transactions (13 sites measure)	**64%**	**69%**
Navigation	**47%**	**51%**
Functionality	**41%**	**47%**
Look & Feel	**34%**	**30%**
Site Performance	**14%**	**15%**
Content	**6%**	**4%**

Top-Priority Elements by Category – Q1 2008

- **E-commerce/Transactional**
  - Tasks/Transactions: 100%
  - Search: 67%

- **Information/News**
  - Search: 86%
  - Functionality: 45%

- **Portal/Dept. Main**
  - Search: 82%
  - Functionality: 43%

- **Recruitment/Careers**
  - Navigation: 75%
  - Job Search: 50%

Functional Categories: Quarterly Comparison

	Q4 2007	Q1 2008	Change
ACSI E-Government Aggregate	72.9	72.4	-0.7%
E-Commerce / Transactions	74.6	75.7	1.5%
Information / News	72.3	71.7	-.8%
Portals / Department Main Sites	72.8	71.9	-1.2%
Recruitment/Careers	77.6	77.1	-0.1%

Functional Categories: Year-over-Year

	Q12007	Q1 2008	Change
ACSI E-Government Aggregate	73.4	72.4	-1.3%
E-Commerce / Transactions	74.2	75.7	2.0%
Information / News	72.8	71.7	-1.5%
Portals / Department Main Sites	74.1	71.9	-3.0%
Recruitment/ Careers	77.2	77.1	-0.1%

Scores by Department

Department	Q1 2008
Department of Health and Human Services	78.8
Social Security Administration	77.3
Department of the Treasury	71.4
General Services Administration	71.0
Department of State	69.7
Department of Agriculture	66.3

Scores by Organizational Categories

	Q4 2007	Q1 2008	Change
Departments	71.6	70.8	-1.1%
Agencies	73.1	72.2	-1.2%
Programs	73.4	73.6	.3%

Top Performers

17 sites (16%) have scores of 80+

Website	Q1 2008 Satisfaction
Help with Medicare Prescription Drug Plan Costs -- http://www.socialsecurity.gov/i1020/	87
Internet Social Security Benefits Application --https://s044a90.ssa.gov/apps6a/ISBA/main.html	87
MedlinePlus -- http://medlineplus.gov	85
MedlinePlus en español -- http://medlineplus.gov/esp/	84
NIDDK - http://www2.niddk.nih.gov/	83
Social Security Business Services Online --http://www.ssa.gov/bso/bsowelcome.htm	82
AIDSinfo -- http://aidsinfo.nih.gov/	82
National Cancer Institute Site en Español-- www.cancer.gov/espanolwww.cancer.gov/espanol	82
President's DNA Initiative -- http://www.dna.gov	81

Website	Q1 2008 Satisfaction
Federal Citizen Information Center -- www.pueblo.gsa.gov/	81
Online Catalog -- http://catalog.usmint.gov	81
MyPBA - https://egov.pbgc.gov/mypba	81
CDC main website -- www.cdc.gov	80
Recruitment website -- http://www.cia.gov/employment	80
GobiernoUSA.gov website -- www.gobiernousa.gov	80
National Cancer Institute main website -- www.cancer.gov	80
NIAMS Public Website --http://www.niams.nih.gov/index.htm	80

Why Strong Satisfaction is Important

Satisfaction leads to desired future behaviors

	Top Performers (80 and above)	Bottom Performers (70 and below)	% Difference
Satisfaction	**82.0**	**64.8**	**25.9%**
Return	**87.8**	**76.7**	**14.5%**
Recommend	**85.3**	**71.9**	**18.6%**
Primary Resource	**81.0**	**70.5**	**14.9%**

Q & A

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