Results of the Q3 2008
American E-Government Satisfaction Index

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ForeSee Results
October 30, 2008

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The Big Picture

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Summary of Findings

- **Citizen satisfaction with E-Gov has increased two quarters in a row**
  - Aggregate satisfaction: **73.9**
  - Up 1.4% (one full point) quarter-over-quarter and up 0.6 points year-over-year
  - Index has not achieved this level since Q4 2006
  - ***Approaches all-time high score of 74.0 (Q2 2006)***
- **Is the increase real?**
  - 98 sites measured in Q3 2008
  - In spite of Index composition shifts, score increase is still present if we compare only participants in both Q2 and Q3 (95 sites)
- **More sites than ever are "top performers"**
  - 27% of sites are "top performers" (26 sites) up from 21% (23 sites) previously
  - Scores of 80 or higher becoming more widespread
- **Citizens are most satisfied with E-Commerce/Transaction sites**
  - Satisfaction is 78.2 in Q3 2008
  - In addition to being the highest category score, it has increased for three consecutive quarters
  - Up 1.6% (1.2 points) compared to 2Q

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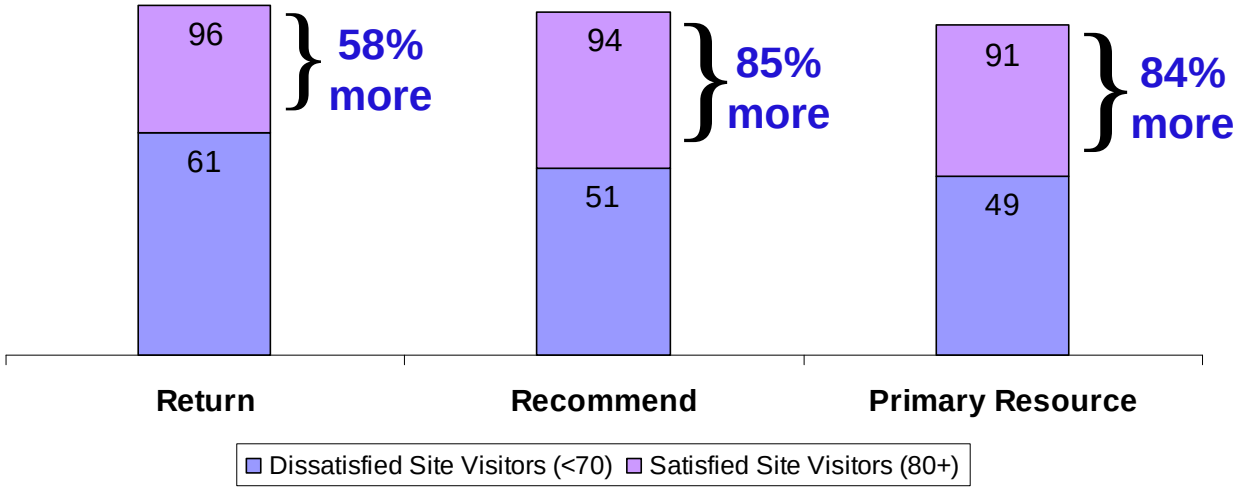
Citizens and Their Future Behavior

Highly-satisfied citizens (individual site visitors scoring E-Gov sites 80 or higher) are significantly more likely than dissatisfied citizens (scoring less than 70) to exhibit desired future behaviors.

A satisfied site visitor is:

- **84%** more likely to use the site as a **primary resource**
- **85%** more likely to **recommend** the site to others
- **58%** more likely to **return** to the site



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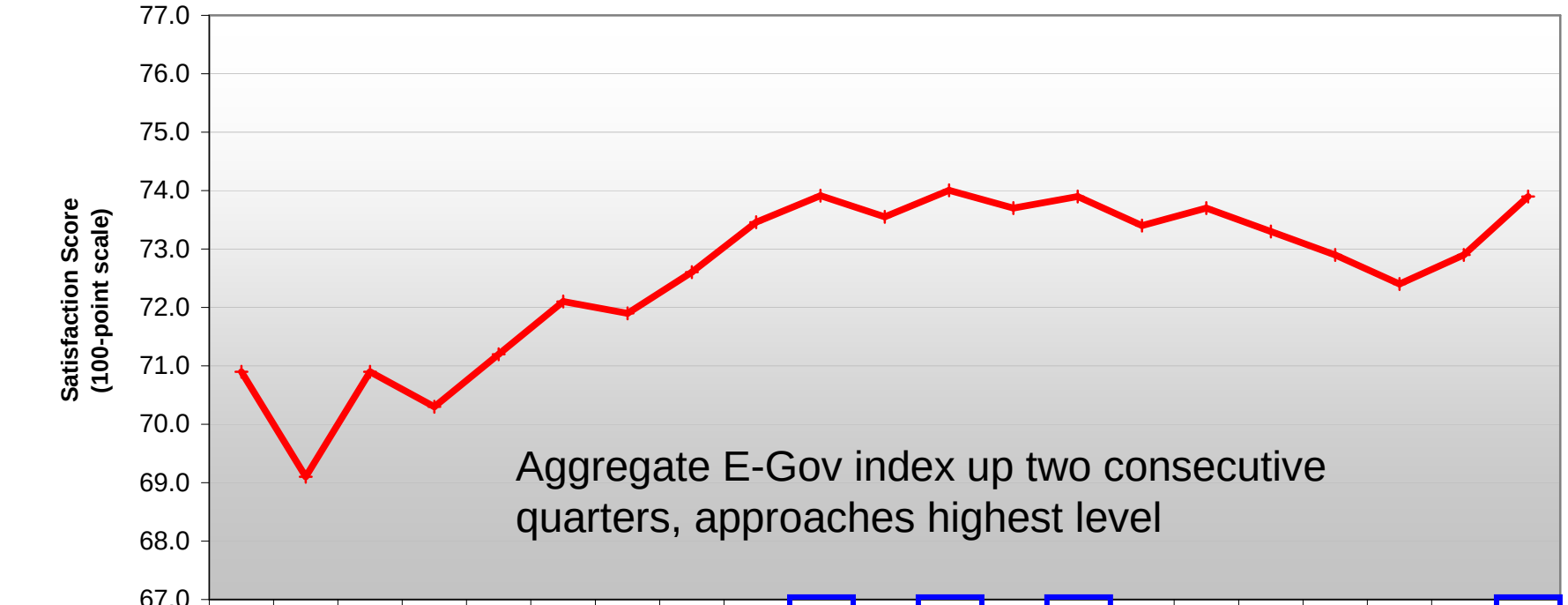
ACSI E-Gov Index Trend

ACSI E-Gov Index Quarterly Trend Line
2003-2008



	Q3 03	Q4 03	Q1 04	Q2 04	Q3 04	Q4 04	Q1 05	Q2 05	Q3 05	Q4 05	Q1 06	Q2 06	Q3 06	Q4 06	Q1 07	Q2 07	Q3 07	Q4 07	Q1 08	Q2 08	Q3 08
Satisfaction	70.9	69.1	70.9	70.3	71.2	72.1	71.9	72.6	73.5	73.9	73.5	74.0	73.7	73.9	73.4	73.7	73.3	72.9	72.4	72.9	73.9

Quarter

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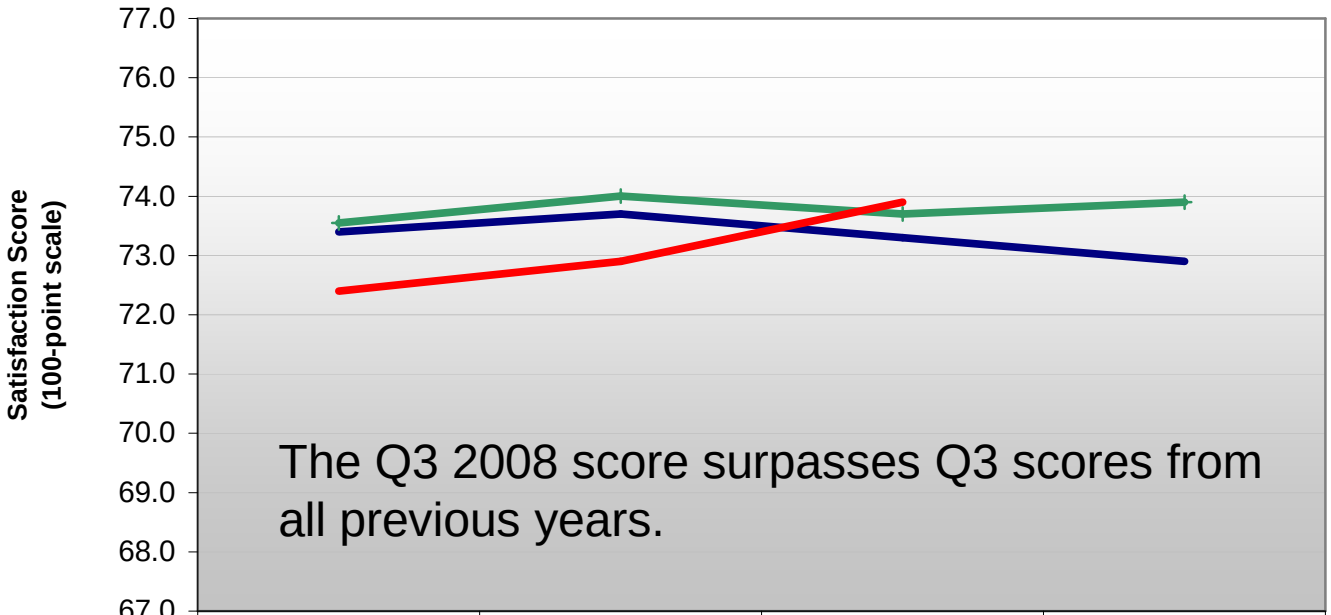
ACSI E-Gov Index Trend, Year-Over-Year

ACSI E-Gov Index Quarterly Trend Lines
Year-Over-Year, 2006-2008



	Q1	Q2	Q3	Q4
2006	73.5	74.0	73.7	73.9
2007	73.4	73.7	73.3	72.9
2008	72.4	72.9	73.9	

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E-Gov Satisfaction Index
Key Comparisons

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E-Gov Still Outpaces Offline Government

Citizens continue to be notably more satisfied with e-Gov than with Federal government as a whole.

E-Government Q3 2008	**73.9**

- *Real-time data collection from >100 federal websites*
- *About 238,000 responses; sample size is **higher** because most component scores are now based on a full quarter of data, rather than previous sample-based approach*

Annual ACSI Aggregate Federal Government Score	**67.8**

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

+ 6.1 gap

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*90% level of confidence, est. std dev 20

Making the Case for Commitment to E-Gov in the Next Administration

- **Savings of time and money for the Federal government**
  - Potential to further improve efficiency and cut costs
- **Better service for citizens and businesses**
  - Using Internet services is faster, easier, convenient for many citizens
- **Accountability and transparency**
  - Can lead to support for democracy and more active participation in government
- **Streamlining/reduced redundancy**
  - Consolidation, integrated systems

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E-Gov Still Trails Private Sector

Not surprisingly, the gap between E-Gov and key ACSI E-Business satisfaction indices has continued.

E-Government Q3 2008	**73.9**

E-Business Q2 2008 *(news/information, search engines, portals)*	**79.3**
E-Commerce Q4 2007 *(online retail, travel, auction, brokerage)*	**81.6**

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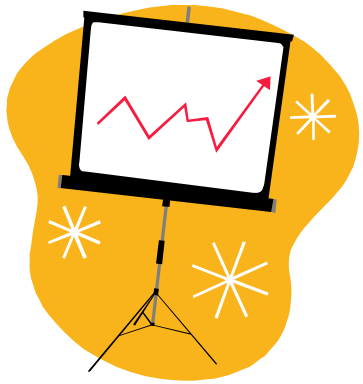
E-Gov Satisfaction: Good News

- **E-Gov Index has increased for two consecutive quarters**
- **The "top performers" list continues to grow**
- **Recent (Q-over-Q) score improvements achieved by:**

  +8 – NRCS (to 64)
  +6 – NIDA for Teens (to 78)
  +5 – GSA e-Buy (to 71)
  +4 – BuscadorUSA.gov (to 71)
  +4 – Force Health Protection & Readiness (to 72)
  +4 – Energy Star (to 70)
  +4 – NARA Presidential Libraries (to 76)
  +4 – Dept. of Treasury Financial Management Service (to 69)



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E-Gov Satisfaction: Good News (Cont'd)

- **Highest scorers:**

  90 – SSA Retirement Estimator

  88 – SSA Help with Medicare Prescription Drug Plan Costs

  87 – SSA Internet Social Security Benefits Application

  86 – HHS MedlinePlus

  85 – DoD America Supports You

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E-Gov Satisfaction: How to Improve

- **Charting a course for improvement for your site**
  - A number of sites have raised the bar by making targeted improvements that have made a real difference in citizen satisfaction
    - Look to high-scoring and recently-improved sites for ideas
  - Utilizing ACSI findings is key
    - Relationship with your Analyst
    - Satisfaction Insight Reviews
    - Usability Audit Reviews

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Distribution of E-Gov Index Scores Over Time

Number of Sites in Satisfaction Score Range

	80s	70s	60s	<60
Q3 2008	*26*	*47*	*22*	*3*
Q2 2008	23	55	25	5
Q1 2008	17	53	33	2
Q4 2007	20	54	24	5
Q3 2007	19	49	19	4
Q2 2007	15	49	17	2
Q1 2007	16	45	15	4
Q4 2006	18	50	18	1
Q3 2006	18	52	22	3

Percent of Sites in Satisfaction Score Range

	80s	70s	60s	<60
Q3 2008	*27%*	*48%*	*22%*	*3%*
Q2 2008	21%	51%	23%	5%
Q1 2008	16%	50%	31%	2%
Q4 2007	19%	52%	23%	5%
Q3 2007	21%	54%	21%	4%
Q2 2007	18%	59%	20%	2%
Q1 2007	20%	56%	19%	5%
Q4 2006	21%	57%	21%	1%
Q3 2006	19%	55%	23%	3%

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Website Satisfaction Score Changes Over Time

Comparison of Q3 2008 to Q2 2008:

% of sites with **higher** scores	% of sites with **lower** scores	% of sites with **same** score
42%	**30%**	**29%**

Comparison of Q3 2008 to Q3 2007:

% of sites with **higher** scores	% of sites with **lower** scores	% of sites with **same** score
64%	**29%**	**7%**

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Functional Category Satisfaction Trends

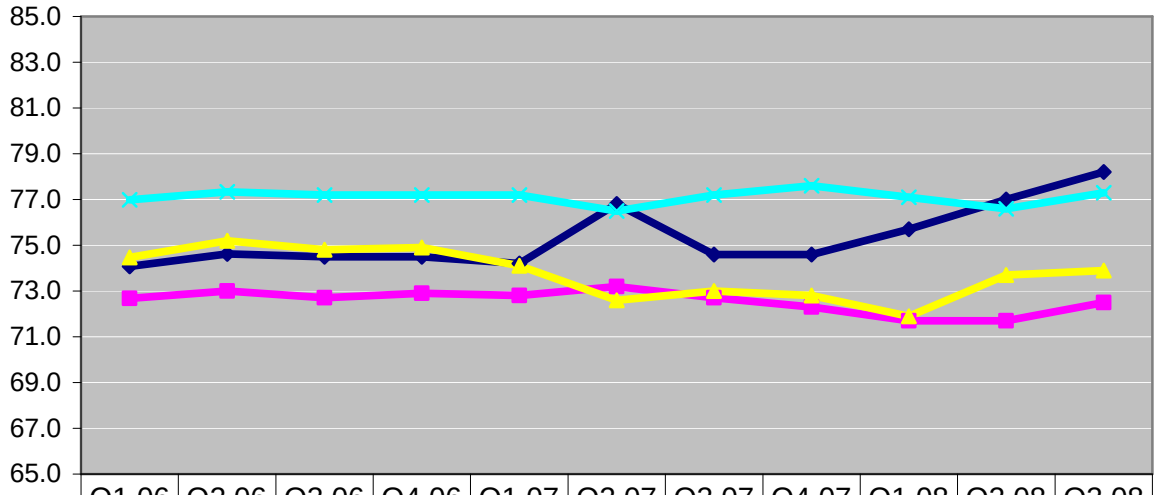
Typically High-Scoring:

E-Commerce-Transactional overtaking Recruitment/Careers

Typically Low-Scoring:

Information/News Sites

ACSI E-Gov Index Quarterly Trend Lines by Functional Category, 2006-2008



	Q1 06	Q2 06	Q3 06	Q4 06	Q1 07	Q2 07	Q3 07	Q4 07	Q1 08	Q2 08	Q3 08
ECOMMERCE/TRANSACTIONAL	74.1	74.6	74.5	74.5	74.2	76.8	74.6	74.6	75.7	77.0	78.2
INFORMATION/NEWS	72.7	73.0	72.7	72.9	72.8	73.2	72.7	72.3	71.7	71.7	72.5
PORTAL/DEPT MAIN	74.5	75.2	74.8	74.9	74.1	72.6	73.0	72.8	71.9	73.7	73.9
RECRUITMENT/CAREERS	77.0	77.3	77.2	77.2	77.2	76.5	77.2	77.6	77.1	76.6	77.3

Quarter

Recent Functional Category Trends:

E-Commerce/Transactional: Upward (3 quarters)

Information/News: Recently Upward

Portals/Main Sites: Recently Flat

Recruitment/Careers: Flat (few sites)

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E-Commerce/Transactional Sites

E-Commerce/Transactional	Satisfaction Q3 2008
SSA Retirement Estimator -- www.ssa.gov/estimator/	90
Help with Medicare Prescription Drug Plan Costs -- http://www.socialsecurity.gov/i1020/	88
Internet Social Security Benefits Application --http://www.socialsecurity.gov/applyforbenefits	87
MyPAA - https://egov.pbgc.gov/mypaa	83
MyPBA - https://egov.pbgc.gov/mypba	83
Social Security Business Services Online --http://www.ssa.gov/bso/bsowelcome.htm	83
Online Catalog -- http://catalog.usmint.gov	82
Social Security Internet Disability Report --http://www.ssa.gov/applyfordisability/	74
Social Security Retirement Planner --www.socialsecurity.gov/r&m1.htm	73
GSA Global Supply website -- https://www.globalsupply.gsa.gov	72
Recreation One-Stop- www.recreation.gov	71
GSA E-Buy --http://www.ebuy.gsa.gov	71
GSA Advantage website -- https://www.gsaadvantage.gov	69
TreasuryDirect -- www.treasurydirect.gov	69

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Information/News Sites

News/Information	Satisfaction Q3 2008
MedlinePlus -- http://medlineplus.gov	86
America Supports You -- http://www.americasupportsyou.mil	85
MedlinePlus en español -- http://medlineplus.gov/esp/	84
NIDDK - http://www2.niddk.nih.gov/	84
AIDSinfo -- http://aidsinfo.nih.gov/	83
National Women's Health Information Center (NWHIC) main website -- www.4woman.gov	83
President's DNA Initiative -- http://www.dna.gov	83
Federal Citizen Information Center -- www.pueblo.gsa.gov/	82
BLS Occupational Outlook Handbook-- http://www.bls.gov/oco/	82
National Cancer Institute Site en Español-- www.cancer.gov/espanolwww.cancer.gov/espanol	81
Girls Health -- www.girlshealth.com	80
TOXNET -- http://toxnet.nlm.nih.gov	79
NIH Senior Health - http://nihseniorhealth.gov	78
NIDA for Teens website -- http://teens.drugabuse.gov/	78
NIJ main website -- http://www.ojp.gov/nij	77
NIDA main website -- www.drugabuse.gov	77
NARA Presidential Library websites -- http://archives.gov/presidential_libraries/index.html	76
NCJRS website - www.ncjrs.gov	76

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Information/News Sites

News/Information	Satisfaction Q3 2008
Office of Community Oriented Policing Services -- http://www.cops.usdoj.gov/	76
Agency for Healthcare Research and Quality -- www.ahrq.gov	76
FMCSA Protect Your Move -- www.protectyourmove.com	75
U.S. Department of State Bureau of Educational and Cultural Affairs website -- https://alumni.state.gov	74
Business Gateway -- www.business.gov	73
National Geodetic Society, National Oceanic and Atmospheric Administration website -- http://www.ngs.noaa.gov/	73
Consumer Action Website, Federal Citizen Information Center -- www.consumeraction.gov	73
FSIS main website -- www.fsis.usda.gov	73
USTTB website -- www.ttb.gov	72
Force Health Protection & Readiness Policy and Programs -- http://fhp.osd.mil/	72
Parents: The Anti-Drug: www.Theantidrug.com	72
U.S. Nuclear Regulatory Commission website -- www.nrc.gov	71
IIP main website -- http://usinfo.state.gov	71
Social Security Online: Answers to Your Questions -- http://ssa-custhelp.ssa.gov	70
Health Resources and Services Administration main website -- http://www.hrsa.gov/	70
ENERGY STAR Building & Plants Website -- http://www.energystar.gov/index.cfm?c=business.bus_index	70
FDIC Applications -- www2.fdic.gov	69

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Information/News Sites

News/Information	Satisfaction Q3 2008
ERS main website -- www.ers.usda.gov	69
Financial Management Service -- www.fms.treas.gov	69
BEA main website -- http://www.bea.gov	69
NAL main website -- www.nal.usda.gov	67
U.S. Department of State Bureau of Educational and Cultural Affairs website -- http://exchanges.state.gov/	66
U.S. Census Bureau main website -- http://www.census.gov	66
Above the Influence -- www.abovetheinfluence.com	66
CSREES main website -- www.csrees.usda.gov	65
FAS main website -- www.fas.usda.gov	65
Military Health System main website -- http://www.health.mil/	64
NRCS website -- http://www.nrcs.usda.gov	64
Forest Service main website -- http://www.fs.fed.us	63
TRICARE -- www.tricare.osd.mil/	62
NARA AAD - Access to Archival Databases--www.archives.gov/aad/index.html	62
GSA E-Library -- http://www.gsaelibrary.gsa.gov/ElibMain/ElibHome	60
National Flood Insurance Program -- http://www.fema.gov/business/nfip/	56
FEMA Map Service Center -- http://store.msc.fema.gov	53

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Portals/Main Sites

Portals/Main Sites	Satisfaction Q3 2008
NIAMS Public Website --http://www.niams.nih.gov/index.htm	83
www.peacecorps.gov	82
CDC main website -- www.cdc.gov	82
FBI main website -- www.fbi.gov	81
GobiernoUSA.gov website -- www.gobiernousa.gov	80
NASA main website -- www.nasa.gov	80
U.S. Mint main website -- www.usmint.gov	80
National Cancer Institute main website -- www.cancer.gov	79
National Parks Service main website -- www.nps.gov	79
Department of Defense main website -- www.defenselink.mil	79
GSA main website -- www.gsa.gov	78
SBA main website -- www.sba.gov	75
National Institute for Standards and Technology main website -- www.nist.gov	74
GAO main public website -- www.gao.gov	73

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Portals/Main Sites

Portals/Main Sites	Satisfaction Q3 2008
VA Main website -- www.va.gov and www.myhealth.va.gov	72
SAMHSA website -- www.samhsa.gov	72
Department of State main website -- www.state.gov	71
Treasury main website -- www.treasury.gov	71
Social Security Online (Main Website) -- www.socialsecurity.gov/	71
U.S. Access Board -- http://www.access-board.gov	71
PBGC main website -- www.pbgc.gov	71
FDIC main website -- www.fdic.gov	71
Federal Asset Sales (GovSales) -www.govsales.gov	68
NARA main public website -- www.archives.gov	67
IRS main website --www.irs.gov	64
DisabilityInfo -- www.DisabilityInfo.gov	62
U.S. International Trade Commission main website -- http://www.usitc.gov/	57

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Recruitment/Career Sites

Recruitment/Careers	Satisfaction Q3 2008
Recruitment website -- http://www.cia.gov/employment	81
Department of Labor Job Listings -- www.doors.dol.gov	78
Recruitment website -- www.careers.state.gov	75
Recruitment website -- www.usajobs.opm.gov	75

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Functional Categories: Quarter-Over-Quarter

Citizen satisfaction with E-Gov sites increased in Q3 2008, especially for E-Commerce/Transaction sites (+1.6%).

	Q2 2008	Q3 2008	% Change
ACSI E-Gov Aggregate	72.9	73.9	+1.4%
E-Commerce/Transactions	77.0	78.2	+1.6%
Information/News	71.7	72.5	+1.1%
Portals/Main Sites	73.7	73.9	+0.3%
Recruitment/Careers	76.6	77.3	+0.9%

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Functional Categories: Year-Over-Year

Year over year, Satisfaction increased for E-Commerce/ Transactions and Portals/Main Sites and remained flat for others.

	Q3 2007	Q3 2008	% Change
ACSI E-Gov Aggregate	73.3	73.9	+0.8%
E-Commerce/Transactions	74.6	78.2	+4.8%
Information/News	72.7	72.5	-0.4%
Portals/Main Sites	73.0	73.9	+1.2%
Recruitment/Careers	77.2	77.3	+0.1%

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Organizational Category Satisfaction Trends

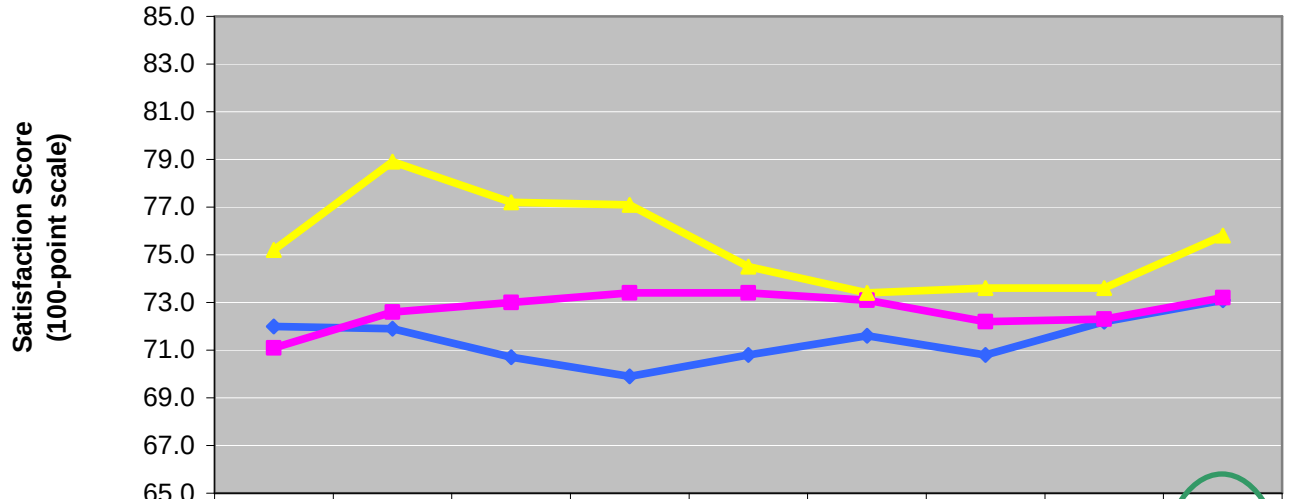
Typically High-Scoring:

Program Sites

Typically Low-Scoring:

Department Sites, but they have matched Agency sites in past two quarters

ACSI E-Gov Index Quarterly Trend Lines by Organizational Category, 2006-2008



	Q3 06	Q4 06	Q1 07	Q2 07	Q3 07	Q4 07	Q1 08	Q2 08	Q3 08
DEPARTMENT	72.0	71.9	70.7	69.9	70.8	71.6	70.8	72.2	73.1
AGENCY	71.1	72.6	73.0	73.4	73.4	73.1	72.2	72.3	73.2
PROGRAM	75.2	78.9	77.2	77.1	74.5	73.4	73.6	73.6	75.8

Quarter

Recent Organizational Category Trends:

Department: Upward **Agency:** Slight Upward **Program:** Upward

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Department Sites

Department Sites	Satisfaction Q3 2008
FBI main website -- www.fbi.gov	81
NASA main website -- www.nasa.gov	80
GSA main website -- www.gsa.gov	78
SBA main website -- www.sba.gov	75
National Institute for Standards and Technology main website -- www.nist.gov	74
GAO main public website -- www.gao.gov	73
VA Main website -- www.va.gov and www.myhealth.va.gov	72
Department of State main website -- www.state.gov	71
Treasury main website -- www.treasury.gov	71
U.S. Nuclear Regulatory Commission website -- www.nrc.gov	71
Social Security Online (Main Website) -- www.socialsecurity.gov/	71
U.S. Access Board -- http://www.access-board.gov	71
PBGC main website -- www.pbgc.gov	71
FDIC main website -- www.fdic.gov	71
NARA main public website -- www.archives.gov	67

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Agency Sites

Agency Sites	Satisfaction Q3 2008
SSA Retirement Estimator -- www.ssa.gov/estimator/	90
Help with Medicare Prescription Drug Plan Costs -- http://www.socialsecurity.gov/i1020/	88
Internet Social Security Benefits Application --http://www.socialsecurity.gov/applyforbenefits	87
NIDDK - http://www2.niddk.nih.gov/	84
National Women's Health Information Center (NWHIC) main website -- www.4woman.gov	83
President's DNA Initiative -- http://www.dna.gov	83
Social Security Business Services Online --http://www.ssa.gov/bso/bsowelcome.htm	83
www.peacecorps.gov	82
Federal Citizen Information Center -- www.pueblo.gsa.gov/	82
BLS Occupational Outlook Handbook-- http://www.bls.gov/oco/	82
Online Catalog -- http://catalog.usmint.gov	82
CDC main website -- www.cdc.gov	82
Recruitment website -- http://www.cia.gov/employment	81
GobiernoUSA.gov website -- www.gobiernousa.gov	80
U.S. Mint main website -- www.usmint.gov	80
National Parks Service main website -- www.nps.gov	79
Department of Defense main website - www.defenselink.mil	79
Department of Labor Job Listings -- www.doors.dol.gov	78
NIJ main website -- http://www.ojp.gov/nij	77

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Agency Sites

Agency Sites	Satisfaction Q3 2008
NARA Presidential Library websites -- http://archives.gov/presidential_libraries/index.html	76
NCJRS website - www.ncjrs.gov	76
Office of Community Oriented Policing Services -- http://www.cops.usdoj.gov/	76
Agency for Healthcare Research and Quality -- www.ahrq.gov	76
Recruitment website -- www.usajobs.opm.gov	75
U.S. Department of State Bureau of Educational and Cultural Affairs website -- https://alumni.state.gov	74
Social Security Internet Disability Report --http://www.ssa.gov/applyfordisability/	74
Social Security Retirement Planner --www.socialsecurity.gov/r&m1.htm	73
Consumer Action Website, Federal Citizen Information Center	73
FSIS main website -- www.fsis.usda.gov	73
USTTB website -- www.ttb.gov	72
SAMHSA website -- www.samhsa.gov	72
GSA Global Supply website -- https://www.globalsupply.gsa.gov	72
Recreation One-Stop- www.recreation.gov	71
GSA E-Buy --http://www.ebuy.gsa.gov	71
IIP main website -- http://usinfo.state.gov	71
Social Security Online: Answers to Your Questions -- http://ssa-custhelp.ssa.gov	70
Health Resources and Services Administration main website -- http://www.hrsa.gov/	70
GSA Advantage website -- https://www.gsaadvantage.gov	69

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Agency Sites

Agency Sites	Satisfaction Q3 2008
ERS main website -- www.ers.usda.gov	69
Financial Management Service -- www.fms.treas.gov	69
TreasuryDirect -- www.treasurydirect.gov	69
BEA main website -- http://www.bea.gov	69
NAL main website -- www.nal.usda.gov	67
U.S. Department of State Bureau of Educational and Cultural Affairs website -- http://exchanges.state.gov/	66
U.S. Census Bureau main website -- http://www.census.gov	66
CSREES main website -- www.csrees.usda.gov	65
FAS main website -- www.fas.usda.gov	65
Military Health System main website -- http://www.health.mil/	64
NRCS website -- http://www.nrcs.usda.gov	64
IRS main website --www.irs.gov	64
Forest Service main website -- http://www.fs.fed.us	63
TRICARE -- www.tricare.osd.mil/	62
DisabilityInfo -- www.DisabilityInfo.gov	62
GSA E-Library -- http://www.gsaelibrary.gsa.gov/ElibMain/ElibHome	60
U.S. International Trade Commission main website -- http://www.usitc.gov/	57
FEMA Map Service Center -- http://store.msc.fema.gov	53

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Program Sites

Program Sites	Satisfaction Q3 2008
MedlinePlus -- http://medlineplus.gov	86
America Supports You -- http://www.americasupportsyou.mil	85
MedlinePlus en español -- http://medlineplus.gov/esp/	84
MyPAA - https://egov.pbgc.gov/mypaa	83
AIDSinfo -- http://aidsinfo.nih.gov/	83
NIAMS Public Website --http://www.niams.nih.gov/index.htm	83
MyPBA - https://egov.pbgc.gov/mypba	83
National Cancer Institute Site en Español-- www.cancer.gov/espanolwww.cancer.gov/espanol	81
Girls Health -- www.girlshealth.com	80
National Cancer Institute main website -- www.cancer.gov	79
TOXNET -- http://toxnet.nlm.nih.gov	79
NIH Senior Health - http://nihseniorhealth.gov	78
NIDA for Teens website -- http://teens.drugabuse.gov/	78

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Program Sites

Program Sites	Satisfaction Q3 2008
NIDA main website -- www.drugabuse.gov	77
Recruitment website -- www.careers.state.gov	75
FMCSA Protect Your Move -- www.protectyourmove.com	75
Business Gateway -- www.business.gov	73
National Geodetic Society, National Oceanic and Atmospheric Administration website -- http://www.ngs.noaa.gov/	73
Force Health Protection & Readiness Policy and Programs -- http://fhp.osd.mil/	72
Parents: The Anti-Drug: www.Theantidrug.com	72
ENERGY STAR Building & Plants Website --http://www.energystar.gov/index.cfm?c=business.bus_index	70
FDIC Applications -- www2.fdic.gov	69
Federal Asset Sales (GovSales) -www.govsales.gov	68
Above the Influence -- www.abovetheinfluence.com	66
NARA AAD - Access to Archival Databases--www.archives.gov/aad/index.html	62
National Flood Insurance Program -- http://www.fema.gov/business/nfip/	56

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Future Behavior Trends and Comparisons

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Future Behaviors: Quarter-Over-Quarter

Two of the future behavior indices increased in Q3 2008.

	Q2 2008	Q3 2008	% Change
Satisfaction	72.9	73.9	+1.4%
Return	82	83	+1.2%
Recommend	78	79	+1.3%
Primary Resource	75	75	--

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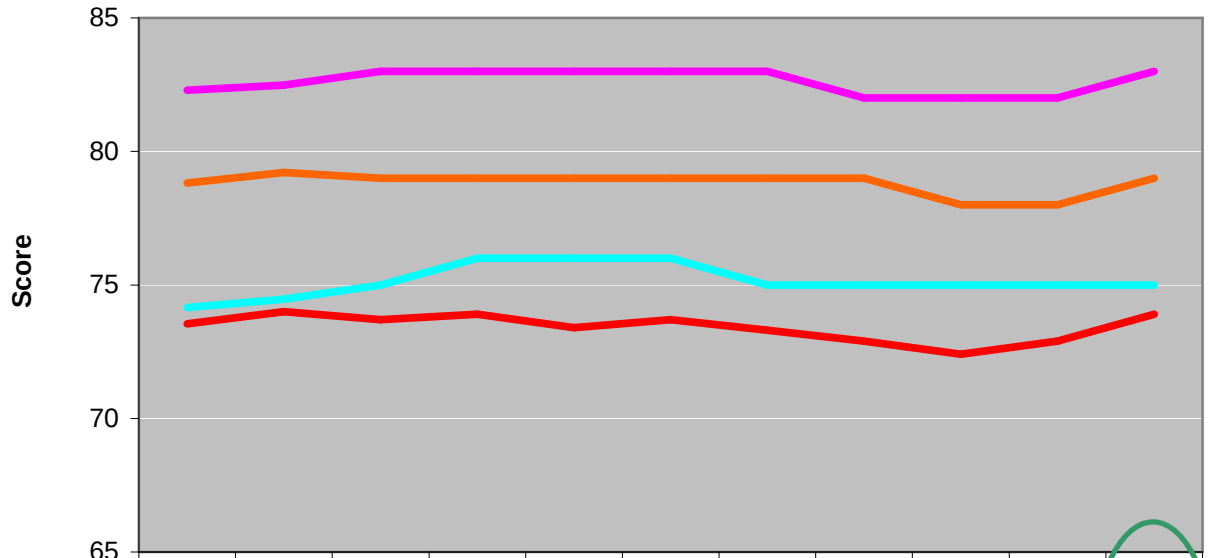
Trend: Satisfaction and Future Behaviors

Likelihood to Return and Recommend E-Gov sites are beginning to trend upward with Satisfaction.

Use of these sites as primary resources has remained flat (although high).

Satisfaction and Future Behavior Trend Lines 2006-2008



	Q1 06	Q2 06	Q3 06	Q4 06	Q1 07	Q2 07	Q3 07	Q4 07	Q1 08	Q2 08	Q3 08
Satisfaction	73.5	74.0	73.7	73.9	73.4	73.7	73.3	72.9	72.4	72.9	73.9
Return	82	82	83	83	83	83	83	82	82	82	83
Recommend	79	79	79	79	79	79	79	79	78	78	79
Primary Resource	74	74	75	76	76	76	75	75	75	75	75

Quarter

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Future Behavior Scores by Top Functional Categories

Among functional categories, E-Commerce/Transactional sites continue to garner the greatest satisfaction. As a result, site visitors are more likely to return and recommend them.

	Q3 2008	E-Commerce/ Transactional	Information/ News	Portal/Main Site
Satisfaction	73.9	78.2	72.5	73.9
Return	83	87	81	84
Recommend	79	82	78	80
Primary Resource	75	N/A	74	76

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Element Trends and Comparisons

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Elements: Quarter-Over-Quarter

Most of the element indices were up one point quarter-over-quarter, except for Search and Tasks/Transactions.

	Q2 2008	Q3 2008	% Change
Content	79	80	+1.3%
Functionality	76	77	+1.3%
Look & Feel	77	78	+1.3%
Navigation	73	74	+1.4%
Search	74	74	--
Site Performance	82	83	+1.2%
Tasks/Transactions	80	79	-1.3%

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Element Analysis

Which elements are Top Priorities for improvement?

% of sites with element as first or second priority

	Q2 2008 Top Priority	Q3 2008 Top Priority
Tasks/Transactions	92%	62% ↓
Search	88%	96% ↑
Functionality	59%	58%
Navigation	41%	36%
Look & Feel	31%	26%
Site Performance	12%	16%
Content	6%	3%

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Q3 2008 Top Priority Elements by Category

Top Priorities remain consistent for functional categories.

% of sites with element as first or second priority

E-commerce/Transactional	
– Tasks/Transactions	88%
– Search	83%
Information/News	
– Search	98%
– Functionality	60%
Portal/Dept. Main Site	
– Search	96%
– Functionality	56%
Recruitment/Careers	
– Navigation	75%
– Job Search	75%

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Department and Site Comparisons

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Scores by Department

Department Scores for departments with 5 or more sites in the Index:

Department	Q2 2008	Q3 2008
Department of Health and Human Services	79.0	79.7
Social Security Administration	78.4	79.5
General Services Administration	71.0	72.4
Department of the Treasury	72.3	72.3
Department of Agriculture	66.4	67.2

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Top Performers

26 sites (27%) have scores of 80+ this quarter:

Website	Satisfaction Q3 2008
SSA Retirement Estimator -- www.ssa.gov/estimator/	90
Help with Medicare Prescription Drug Plan Costs -- http://www.socialsecurity.gov/i1020/	88
Internet Social Security Benefits Application --http://www.socialsecurity.gov/applyforbenefits	87
MedlinePlus -- http://medlineplus.gov	86
America Supports You -- http://www.americasupportsyou.mil	85
MedlinePlus en español -- http://medlineplus.gov/esp/	84
NIDDK - http://www2.niddk.nih.gov/	84
MyPAA - https://egov.pbgc.gov/mypaa	83
AIDSinfo -- http://aidsinfo.nih.gov/	83
National Women's Health Information Center (NWHIC) main website -- www.4woman.gov	83
NIAMS Public Website --http://www.niams.nih.gov/index.htm	83
MyPBA - https://egov.pbgc.gov/mypba	83
President's DNA Initiative -- http://www.dna.gov	83

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Top Performers (Cont'd)

Website	Satisfaction Q3 2008
Social Security Business Services Online --http://www.ssa.gov/bso/bsowelcome.htm	83
www.peacecorps.gov	82
Federal Citizen Information Center -- www.pueblo.gsa.gov/	82
BLS Occupational Outlook Handbook-- http://www.bls.gov/oco/	82
Online Catalog -- http://catalog.usmint.gov	82
CDC main website -- www.cdc.gov	82
Recruitment website -- http://www.cia.gov/employment	81
National Cancer Institute Site en Español-- www.cancer.gov/espanolwww.cancer.gov/espanol	81
FBI main website -- www.fbi.gov	81
Girls Health -- www.girlshealth.com	80
GobiernoUSA.gov website -- www.gobiernousa.gov	80
NASA main website -- www.nasa.gov	80
U.S. Mint main website -- www.usmint.gov	80

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Why Strong Satisfaction is Important

Satisfaction leads to desired future behaviors

	Top Performers (80 and above)	Bottom Performers (below 70)	Average Difference
Return	88.9	76.8	12.1 points
Recommend	85.3	71.1	14.2 points
Primary Resource	82.2	69.7	12.5 points

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Q & A

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