FORESEE™

RESULTS

AMERICAN CUSTOMER SATISFACTION INDEX

E-GOVERNMENT SATISFACTION INDEX

MARCH 21, 2006

Commentary and Analysis by Larry Freed
President and CEO, ForeSee Results

CITIZEN SATISFACTION STALLED, ALTHOUGH SOME SITES SHOW SIGNIFICANT IMPROVEMENT IN MEETING CITIZENS' NEEDS

For the first time since first quarter 2005, citizen satisfaction with federal government websites has dipped slightly. The first quarter 2006 American Customer Satisfaction Index (ACSI) E-Government Satisfaction Index shows aggregate citizen for the 91 sites measured this quarter at 73.5, a decline of .5% since the score of 73.9 measured in the fourth quarter 2005.

Despite this small decrease with satisfaction on the aggregate level, some sites have experienced significant increases in citizen satisfaction this quarter. The Internal Revenue Service, the Pension Benefit Guaranty Corporation, the National Institute of General Medical Sciences and the National Archives and Records Administration's Access to Archival Databases are entities that have made impressive strides in customer satisfaction since last quarter by acting on "voice of customer" feedback and enhancing their sites to better meet the needs of citizens online.

This quarter, 14 of the 91 measured sites have citizen satisfaction scores of 80 or higher, showing that they are doing a stellar job of meeting the needs and exceeding the expectations of citizens. These sites also excel at engendering channel loyalty, as measured by citizens' likelihood to return to these sites, recommend them to others and use them as primary resources for obtaining information or conducting transactions.

The beginning of 2006 is an ideal time to review the accomplishments of federal government websites in 2005. From the perspective of citizens, the government has made positive strides online over the past year. Since this time in 2005, aggregate citizen satisfaction with federal government websites has increased 2.2%.

This increase may not seem that large in light of media focus on e-government and government websites. However, the fact that the federal government managed to not only maintain, but improve citizen satisfaction during 2005 is impressive when you consider the hurricanes, war and other challenges faced by the government last year. And, on an agency/department level, sites including the main website of the General Services Administration, FirstGov.gov and the Food Safety and Inspection Service have seen significant year-over-year increases in citizen satisfaction.

While e-government's 2.2% year-over-year increase is a positive trend, it falls in the middle of increases in customer satisfaction in other online industry segments measured by the ACSI. E-commerce, an increasingly mature segment of the online world (which includes e-retail, online brokerages, auction and travel sites), experienced a modest increase of 1.3%. E-government satisfaction increases lagged those in the e-business category (search engines, portals and news/information sites), which saw a 4.6% increase from the previous year.

The 91 sites participating this quarter are divided into four categories according to the primary function of the site: Portals/Department Main Sites, News/Information, E-commerce/Transactions and Recruitment/Careers. Aggregate scores increased for the Recruitment/Careers and Portal/Department Main site categories, while falling for the News/Information and E-Commerce/Transactions categories.

"We applaud the efforts of agencies measuring customer satisfaction and acting on what matters most to citizens on the Internet," said Anne Kelly, CEO of the Department of Treasury's Federal Consulting Group. "When resources are tight, it's critical to know where investing in website improvements will provide the greatest return."

THE ACSI METHODOLOGY

The ACSI E-Government Satisfaction Index is a special quarterly report of the ACSI, which is produced by the University of Michigan in partnership with the American Society for Quality (ASQ), ForeSee Results and the CFI Group. The ACSI is a cross-industry measure of offline customer satisfaction that measures the performance of approximately 200 private sector companies, as well as many government agencies. ForeSee Results collects and analyzes the data for the e-government websites included in the report.

ACSI e-government scores were calculated based on data gathered from voluntary online surveys of randomly selected site visitors. Each government website was rated by its visitors on various components of overall satisfaction. The ratings were converted to a score on a 100-point scale using the ACSI methodology.

The ACSI methodology identifies key drivers of satisfaction and quantifies their relationship to overall customer satisfaction. Going further, this cause-and-effect methodology predicts how customers will behave in the future and demonstrates the impact of website enhancements on customer satisfaction, customer behavior and ultimately, the bottom line.

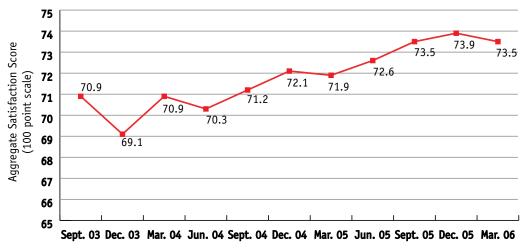| Comparison of ACSI Aggregate and E-Government Scores	Q4 2005	Q1 2006	Quarter over Quarter Change
ACSI E-Government Aggregate	73.9	73.5	-.5%
	Q3 2005	Q1 2006	Quarter over Quarter Change
ACSI Aggregate (Cross-industry, offline and online)	73.2	73.5	.4%

Note that the comparison period for the cross-industry ACSI score is different because the scores are published later than the e-government scores.

Powered by the
ACSI
American Customer
Satisfaction Index™

The chart below shows the quarter-over-quarter trends in aggregate customer satisfaction scores over time:

Aggregate Satisfaction Score (100 point scale)

Sept. 03	Dec. 03	Mar. 04	Jun. 04	Sept. 04	Dec. 04	Mar. 05	Jun. 05	Sept. 05	Dec. 05	Mar. 06
70.9	69.1	70.9	70.3	71.2	72.1	71.9	72.6	73.5	73.9	73.5

SUCCESSES AND FAILURES AS E-GOVERNMENT MATURES

It has now been four years since President Bush's Expanding E-Government initiative was announced in February 2002 as part of his presidential mandate. Since that time, e-government has had much success, although recent progress is mixed, according to the Office of Budget Management's recently released annual Expanding E-Government report. Two of five goals outlined in the report were met, while others are still in progress.

Websites are one part of the federal government's broad view of e-government, and one of the ultimate goals of the entire e-government initiative is to better serve citizens. Customer satisfaction is a results-based performance metric for federal government websites because it not only gauges how satisfied citizens are today with online government services, but projects future behaviors as well. Sites that significantly increase online satisfaction will foster their use among citizens and can further the cost-efficiency goals of the agency.

One example of a site that is listening to the voice of its customers is the Internal Revenue Service's redesigned public website, www.IRS.gov, which relaunched in November 2005 based on analysis of online customer satisfaction data. Since last quarter, the IRS' score has increased an impressive five points (7.4%) to a score of 73.

The IRS faces challenges on several fronts with its website. First, the site must make it easy for citizens to sort through huge quantities of forms, instructions and other information to find what they need. Second, for many people, dealing with taxes is not a favored activity so citizens tend to rate satisfaction lower.

Guided by information gathered through customer satisfaction analysis and confirmed in usability testing, IRS.gov set about to make a number of critical changes to its site. The changes focused primarily in search and navigation and included adding a "most requested forms" section and relocating the top navigation bar to position customer roles and make the site more intuitive to use. The IRS also added an "I need to…" pull-down menu to enable users to quickly navigate to information on the task they are trying to accomplish and linked search results for forms and instructions so that a user gets both when typing in a particular name or number, among other changes. A new portal interface enabled the IRS to launch a new portlet to provide "Most Requested Forms and Publications" based on actual usage. The new design also has front page space for promoting electronic tools, services and products to customers to make fulfilling their tax obligation easier.

The five-point increase in citizen satisfaction is especially significant considering that the final months leading up to the mid-April tax filing deadline brings a large influx of visitors, many of whom are coming to the site for the first time. The fact that the IRS has been able to increase satisfaction scores to such a great extent before the final stage of tax season is testament to the effectiveness of making site enhancements driven by citizens' feedback.

Also impressive is how favorably satisfaction with the IRS' website compares to satisfaction with the IRS overall. The ACSI score for "all individual taxpayers" is 64, which is 14% lower than this quarter's website score for the IRS. Clearly, the IRS' web channel is doing a significantly better job of serving citizens from the customer perspective. This performance gap will help migrate citizens to the online channel where they can gather information and conduct business more conveniently, consistently and more cost-effectively.

Even more impressive, IRS.gov outperforms the cellular phone industry aggregate (69), the cable and satellite TV industry aggregate (61), and the airline industry aggregate (66) ACSI-measured customer satisfaction scores.

LOYALTY FOLLOWS SATISFACTION FOR TOP- PERFORMING SITES

This quarter, 14 sites, or 15% of the 91 measured, have scores of 80 or higher. Of these sites, 12 have maintained scores of 80 or higher ever since they were measured—showing that they truly understand what their online customers want and need, and are keeping pace with the rising standards for the online experience among citizens. The longest-measured site, the National Women's Health Information Center (NWHIC), www.4woman.gov, has maintained this high level of citizen satisfaction each quarter since third quarter 2002!

These 14 sites, on average, have a citizen satisfaction score of 82.6, which is 12.4% higher than this quarter's overall aggregate score of 73.5. Not surprisingly, satisfaction with specific elements of the web experience was much higher for this group of sites. Search and navigation reported scores approximately 13% above average, and functionality scored almost 12% higher. As a result of higher satisfaction, citizens who visit these sites are more likely to exhibit specific future behaviors tied to channel loyalty. Compared to this quarter's aggregate scores for all measured sites, citizens visiting these 14 sites, on aggregate, were 8.7% more likely to recommend the site, 5.4% more likely to return to the site and 5% more likely to consider the site a primary resource.

Website		3/06 Score
Internet Social Security Benefits Application	https://s044a90.ssa.gov/apps6a/ISBA/main.html	86
Help with Medicare Prescription Drug Plan Costs	https://s044a90.ssa.gov/apps6z/i1020/main.html	86
MedlinePlus	http://medlineplus.gov	85
NHLBI Diseases and Conditions Index	www.nhlbi.nih.gov/health/dci/index.html	85
Social Security Business Services Online	http://www.ssa.gov/bso/bsowelcome.htm	84
MedlinePlus en español	http://medlineplus.gov/esp/	83
NHLBI main website	http://www.nhlbi.nih.gov	82
NIDDK Clearinghouses	http://www.niddk.nih.gov	82
National Cancer Institute main website	www.cancer.gov	81
NHLBI Aim for Healthy Weight	www.nhlbi.nih.gov/health/public/heart/obesity/lose_wt	81
National Women's Health Information Center (NWHIC)	main website—www.4woman.gov	81
Federal Citizen Information Center	www.pueblo.gsa.gov/	80
NIAMS Public Website	http://www.niams.nih.gov/index.htm	80
Office of Science Education website	http://science.education.nih.gov	80

While these statistics are impressive, it is somewhat disturbing that the percentage of sites in this elite group has dropped from 18% last quarter.

On the other end of the spectrum, 25 sites (27% of the total) scored 70 or below this quarter, with an average score of 65.6 (10.9% below average). These sites have aggregate satisfaction scores that were 10.9% and 9.2%, respectively, below the average score of all 91 sites in the critical areas of navigation and search. Lower satisfaction leads to less channel loyalty, as measured by specific future behaviors. Visitors to this group of lower-scoring sites, on aggregate, were 8.5% less likely than average to recommend the site, 5.5% less likely to return to the site and 2.8% less like to consider it a primary resource.

CUSTOMER SATISFACTION BY TYPE OF MEASURED SITE

The 91 sites measured in first quarter 2006 fall into four categories: Portals/Department Main sites, News/Information, E-Commerce/Transactions and Recruitment/Careers. The chart below shows how this quarter's scores compare to last:

Category	Q4 2005	Q1 2006	Change
ACSI E-Government Aggregate	73.9	73.5%	-.5%
Portals/Department Main Sites	74.2	74.5	.4%
News/Information	73.3	72.7	-.8%
E-commerce/Transactions	75.3	74.1	-1.6%
Recruitment/Careers	76	77	1.2%

Portals/Department Main Sites

The aggregate citizen satisfaction score for the 26 sites in the portal/department main sites category was 74.5 this quarter, up .4% from fourth quarter 2005. Scores range from 67 to 82, with the National Heart, Lung and Blood Institute's main website (http://www.nhlbi.nih.gov) leading the category with a score of 82 for the second quarter in a row.

In this category, the National Institutes of Health's National Institute of General Medical Sciences site, http://www.nigms.nih.gov, saw an increase in customer satisfaction of four points since last quarter. This site's score rose to 77 following a site redesign based on "voice of customer" feedback. Specific improvements were to the search results page and the funding opportunities section of the site. NIGMS redesigned the search results page to include a "recommended link" feature as well as a "Can't find it?" box with links to other NIH search engines. The funding opportunities section was improved by creating a series of dynamically updated pages that allow site visitors to browse by areas of interest or to conduct a specific search of the Institute's funding opportunities on data pulled from the NIH Guide.

The main site for the U.S. Mint, www.usmint.gov, also experienced a four-point increase to a score of 78. The United States Mint has made a series of improvements over the past three months to this site. The improvements include updating content, navigation, and usability by reorganizing several sub-pages and increasing consistency across the site, making the site an efficient and enriching experience for visitors.

In the category of portals/department main sites, search has consistently been a top priority element – meaning that improving search would have a significant impact on satisfaction. This quarter, 96% of sites, up from 83% last quarter, ranked search as the first or second top priority element. Functionality, which looks at the convenience and usefulness of the site, was a priority element for 58% of sites, the second highest percentage.

FORE*SEE* ™
RESULTS

E-Government U.S. Agency/ Department/Office	Website	3/06 Score
Portals/Department Main Sites		
National Heart, Lung and Blood Institute, National Institutes of Health, HHS	NHLBI main website http://www.nhlbi.nih.gov	82
National Cancer Institute, National Institutes of Health, HHS	National Cancer Institute main website www.cancer.gov	81
National Institute of Arthritis and Musculoskeletal and Skin Diseases, National Institutes of Health, HHS	NIAMS public website http://www.niams.nih.gov/index.htm	80
Office of Science Education, National Institutes of Health, HHS	Office of Science Education website http://science.education.nih.gov	80
National Parks Service, Interior	National Parks Service main website—www.nps.gov	79
General Services Administration	FirstGov.gov website (Spanish) http://firstgov.gov/Espanol/index.shtml	78
United States Mint, Treasury	U.S. Mint main website—www.usmint.gov	78
Department of Defense	Department of Defense main site http://www.dod.mil	77
National Institute of General Medical Sciences, National Institutes of Health, HHS	NIGMS website http://www.nigms.nih.gov	77
National Eye Institute, National Institutes of Health, HHS	National Eye Institute main website http://www.nei.nih.gov	77
National Library of Medicine, HHS	NLM main website—www.nlm.nih.gov	75
Centers for Disease Control and Prevention	CDC main website—www.cdc.gov	75
National Human Genome Research Institute, National Institutes of Health, HHS	NHGRI website www.genome.gov	74
U.S. Small Business Administration	SBA main website—www.sba.gov	74
National Institute of Dental & Craniofacial Research, National Institutes of Health, HHS	NIDCR website http://www.nidcr.nih.gov	74
Government Accountability Office	GAO main public website—www.gao.gov	73
Internal Revenue Service, Treasury	IRS main website—www.irs.gov	73
Federal Deposit Insurance Corporation	FDIC main website—www.fdic.gov	72
General Services Administration	FirstGov.gov website—www.firstgov.gov	72
Fogarty International Center, National Institutes of Health, HHS	Fogarty International Center http://www.fic.nih.gov	72
Department of State	Department of State main website—www.state.gov	71
National Science Foundation	NSF main website—www.nsf.gov	71
Social Security Administration	Social Security Online (Main Website) www.socialsecurity.gov/	70
General Services Administration	GSA main website—www.gsa.gov	68
Department of the Treasury	Treasury main website—www.treasury.gov	67
National Archives & Records Administration	NARA main public website—www.archives.gov	67

For More Information

1.800.621.2850

www.ForeSeeResults.com

Powered by the
ACSI
American Customer
Satisfaction Index™

8

News/Information Sites

News/Information sites, the largest grouping in the index with 50 sites, suffered a quarter-over-quarter decline in aggregate satisfaction of .8% to an aggregate score of 72.7.

Scores range from 58 to 85, with the top score of 85 shared by Medline Plus (http://medlineplus.gov) and the National Heart, Lung and Blood Institute's Diseases and Conditions Index (www.nhlbi.nih.gov/health/dci/index.html) for the second straight quarter.

The National Archives and Records Administration's Access to Archival Databases (www.archives.gov/aad/index.html) experienced a seven-point rise in customer satisfaction since last quarter. This was due to recent site changes that were well received by its target audience of genealogists as well as first-time visitors, typically a more critical segment with the potential to convert to loyal site visitors.

In this category, the online satisfaction score for the Department of the Treasury, Alcohol and Tobacco Tax and Trade Bureau (www.ttb.gov) increased six points from last quarter.

As in the past, search and navigation are high priority elements for sites in this category. Search was the first or second priority for 88% of news/information sites, while navigation was high priority for 42%. Functionality and look and feel were also important to visitors of these types of sites.

Sites in this category have a strong aggregate score of 81 for the desired future behavior of Likelihood to Return and a score of 78 for Likelihood to Recommend, although these scores are lower than those reported in other categories. The aggregate score for Likelihood to Use the Site as a Primary Resource, 73, indicates the most opportunity for improvement. Sites in the news/information category compete against printed publications, call centers and other touch points and can't be considered truly successful until they are the primary point of contact for citizens to interact with the government.

E-Government U.S. Agency/ Department/Office	Website	3/06 Score
News/Information Websites		
National Library of Medicine, National Institutes of Health, HHS	MedlinePlus http://medlineplus.gov	85
National Heart, Lung and Blood Institute, National Institutes of Health, HHS	NHLBI Diseases and Conditions Index www.nhlbi.nih.gov/health/dci/index.html	85
National Library of Medicine, National Institutes of Health, HHS	MedlinePlus en español http://medlineplus.gov/esp/	83
National Institute of Diabetes & Digestive & Kidney Diseases, National Institutes of Health, HHS	NIDDK Clearinghouses http://www.niddk.nih.gov	82
National Heart, Lung and Blood Institute, National Institutes of Health, HHS	NHLBI Aim for Healthy Weight www.nhlbi.nih.gov/health/public/heart/obesity/lose_wt	81
Office on Women's Health	National Women's Health Information Center (NWHIC) main website -- www.4woman.gov	81
General Services Administration	Federal Citizen Information Center www.pueblo.gsa.gov/	80
NIH Senior Health, National Institutes of Health, HHS	NIH Senior Health http://nihseniorhealth.gov	79
National Institute on Deafness and Other Communication Disorders, National Institutes of Health, HHS	NIDCD website http://www.nidcd.nih.gov	79
National Library of Medicine, National Institutes of Health, HHS	AIDSinfo http://aidsinfo.nih.gov/	78
Office of Research Facilities, National Institutes of Health, HHS	NIH Office of Research Facilities website http://orf.od.nih.gov	78
Bureau of Educational and Cultural Affairs, State	State Alumni website—https://alumni.state.gov	78
Bureau of Labor Statistics	BLS Occupational Outlook Handbook http://www.bls.gov/oco/	77
National Institute of Justice, Justice	NIJ main website—http://www.ojp.gov/nij	77
U.S. Department of Commerce	National Geodetic Society, National Oceanic and Atmospheric Administration website http://www.ngs.noaa.gov/	76
National Archives & Records Administration	NARA Presidential Library websites http://archives.gov/presidential_libraries/index.html	76
NIH Health Information, National Institutes of Health, HHS	NIH Health Information http://www.health.nih.gov	76
National Library of Medicine, National Institutes of Health, HHS	TOXNET http://toxnet.nlm.nih.gov	76
National Institute of Allergy and Infectious Diseases, HHS	NIAID main website www.niaid.nih.gov	76
Agency for Healthcare Research & Quality, HHS	Agency for Healthcare Research and Quality www.ahrq.gov	75
National Criminal Justice Reference Service, Justice	NCJRS website www.ncjrs.gov	75
General Services Administration	Consumer Action Website Federal Citizen Information Center	75
NIH Office of Research Services, National Institutes of Health, HHS	NIH Office of Research Services http://www.ors.od.nih.gov	75
National Institute on Deafness and Other Communication Disorders, National Institutes of Health, HHS	NIH Stem Cell Information http://stemcells.nih.gov	74
Office for Victims of Crime, Department of Justice	OVC website—www.ovc.gov	74

FORESEE ™
RESULTS

E-Government U.S. Agency/ Department/Office	Website	3/06 Score
News/Information Websites Continued		
National Institute of Environmental Health Sciences, National Institutes of Health, HHS	NIEHS main website www.niehs.nih.gov	74
Small Business Administration	SBA Business.gov—www.business.gov	74
Department of State	U.S. Department of State Education USA http://educationusa.state.gov	73
Economic Research Service, Agriculture	ERS main website—www.ers.usda.gov	72
Food Safety and Inspection Service, Agriculture	FSIS main website—www.fsis.usda.gov	72
Surveillance, Epidemiology, and End Results (SEER), National Cancer Institute, National Institutes of Health, HHS	SEER website http://seer.cancer.gov	72
Social Security Administration	Social Security Online: Answers to Your Questions http://ssa-custhelp.ssa.gov	71
Bureau of Cultural Affairs, State	Bureau of Cultural Affairs website http://exchanges.state.gov/	71
Department of State	Student website—http://future.state.gov	70
U.S. Nuclear Regulatory Commission	U.S. Nuclear Regulatory Commission website www.nrc.gov	70
Bureau of Economic Analysis, Commerce	BEA main website—http://www.bea.gov	70
International Information Programs, State	IIP main website—http://usinfo.state.gov	69
Foreign Agricultural Service, Agriculture	FAS main website—www.fas.usda.gov	69
Financial Management Service, Treasury	Financial Management Service—www.fms.treas.gov	67
U.S. Food and Drug Administration, HHS	FDA main website—www.fda.gov	66
National Agricultural Library, Agriculture	NAL main website—www.nal.usda.gov	66
Cooperative State Research, Education, and Extension Service, Agriculture	CSREES main website www.csrees.usda.gov	66
Federal Emergency Management Agency, Homeland Security	FEMA Mitigation Division website www.fema.gov/fima/	65
Forest Service, Agriculture	Forest Service main website—http://www.fs.fed.us	65
Risk Management Agency, Agriculture	RMA website—www.rma.usda.gov	62
National Archives & Records Administration	NARA AAD, Access to Archival Databases www.archives.gov/aad/index.html	61
Office of Rare Diseases, National Institutes of Health, HHS	NIH Office of Rare Diseases http://rarediseases.info.nih.gov/	61
Department of the Treasury, Alcohol and Tobacco Tax and Trade Bureau	USTTB website www.ttb.gov	60
Military Health System, Defense	TRICARE—www.tricare.osd.mil/	59
General Services Administration	GSA E-Library http://www.gsaelibrary.gsa.gov/ElibMain/ElibHome	58

In the portals/department main sites category, site visitors on aggregate are more likely to return to these sites (score of 83) than recommend them (80) or consider them a primary resource (76), which indicates opportunities for developing more loyal site visitors.

Powered by the
ACSI
American Customer
Satisfaction Index™

E-Commerce/Transactions

The aggregate score for the 11 e-commerce/transaction sites fell 1.6% this quarter to an aggregate score of 74.1. Scores range from 56 to 86, with two Social Security sites earning the top spot in the category. For the third quarter in a row, Help with Medicare Prescription Drug Plan Costs (https://s044a90.ssa.gov/apps6z/i1020/main.html) and the Internet Social Security Benefits Application (https://s044a90.ssa.gov/apps6a/ISBA/main.html) share the highest score in this category, although the score for both sites has fallen two points from last quarter to 86.

The main website for the Pension Benefit Guaranty Corporation (PBGC), www.pbgc.gov, has a first quarter 2006 satisfaction score of 70, five points higher than its score for last quarter. In August, PBGC made some enhancements to its site based on "voice of customer" feedback. While its score initially declined as visitors become accustomed to the changes (which we refer to as the "relaunch effect"), PBGC is now seeing the positive after-effect of listening to "voice of customer" feedback and enhancing its site accordingly.

Social Security Business Services Online site (http://www.ssa.gov/bso/bsowelcome.htm) rose four points this quarter to 84. This increase may be due to seasonal traffic increases as businesses file W-2 wage reporting, a central application of this site, and a part of the online experience that is highly satisfying.

Look and feel is the first or second priority for 55% of measured sites in this category, while functionality is a priority item for 45% of sites. The fact that priorities are different for these sites than for those in the other three categories reflects the different nature of these sites. Unlike news/information and portal/department main sites, many users are trying to accomplish a task online, not just looking for information.

People have a fairly high likelihood of returning to sites in this category; the future behavior of Likelihood to Return had an aggregate score of 84.

E-Government U.S. Agency/ Department/Office	Website	3/06 Score
E-Commerce/Transactions		
Social Security Administration	Help with Medicare Prescription Drug Plan Costs https://s044a90.ssa.gov/apps6z/i1020/main.html	86
Social Security Administration	Internet Social Security Benefits Application https://s044a90.ssa.gov/apps6a/ISBA/main.html	86
Social Security Administration	Social Security Business Services Online http://www.ssa.gov/bso/bsowelcome.htm	84
SSA Retirement Planner	Social Security Retirement Planner www.socialsecurity.gov/r&m1.htm	77
United States Mint, Treasury	Online Catalog—http://catalog.usmint.gov	76
General Services Administration	GSA Advantage website https://www.gsaadvantage.gov	72
General Services Administration	GSA Global Supply website https://www.globalsupply.gsa.gov	72
Pension Benefit Guaranty Corporation	PBGC main website—www.pbgc.gov	70
General Services Administration	GSA E-Buy—http://www.ebuy.gsa.gov	69
Department of the Treasury, Bureau of the Public Debt	TreasuryDirect www.treasurydirect.gov	67
General Services Administration	USDA Advantage—http://www.usdaadvantage.gsa.gov	56

Recruitment/Careers

This small category of four sites saw a 1.2% increase in its score from last quarter, which is now up to a 77. Scores in this category range from 75 to 79, with the Central Intelligence Agency's recruitment site (http://www.cia.gov/employment) tied with the Department of Labor Job Listings site (www.doors.dol.gov) for the top spot.

Navigation is the first or second top priority for 75% of sites in this category. The Likelihood to Return score is higher for this category than for the others at 86, which makes sense considering the nature of job searching.

E-Government U.S. Agency/ Department/Office	Website	3/06 Score
Recruitment/Careers		
Central Intelligence Agency	Recruitment website http://www.cia.gov/employment	79
Department of Labor	Department of Labor Job Listings www.doors.dol.gov	79
Office of Personnel Management	Recruitment website—www.usajobs.opm.gov	76
Department of State	Recruitment website—www.careers.state.gov	75

CHANNEL LOYALTY DIPS SLIGHTLY DUE TO LOWER SATISFACTION

Satisfaction drives desired future behaviors of citizens and the E-Government Satisfaction Index looks at three future behaviors measured by many participating sites: Likelihood to Return, Likelihood to Recommend the site and Likelihood to Use the Site as a Primary Resource. Driven by lower satisfaction this quarter than last, two of these three metrics dropped slightly since last quarter:

Comparison of ACSI Aggregate and E-Government Scores	Q4 2005	Q1 2006	Quarter over Quarter Change
Likelihood to Return	83	82	-1.2%
Likelihood to Recommend	75	74	-1.3%
Primary Resource	79	79	No change

ENTERPRISE VIEW OF CUSTOMER SATISFACTION

Seven departments or administrations have five or more sites in the E-Government Satisfaction Index. Aggregate scores for the Social Security Administration, the National Institutes of Health (NIH) and the Department of Health and Human Services (which includes NIH sites) are all significantly above this quarter's aggregate score of 73.5.

Department Comparison	Q1 2006 Aggregate Satisfaction Score	Q4 2005 Aggregate Satisfaction Score	% Change
Social Security Administration	78.9	79.0	-0.1%
National Institutes of Health (part of HHS, below)	76.7	78.2	-1.9%
Department of Health & Human Services (HHS)	76.8	78.0	-1.5%
Department of State	72.4	n/a	n/a
GSA	70.0	71.5	-2.1%
Treasury	69.7	68.3	2.0%
USDA	67.6	68.5	-1.3%

Even so, the Treasury was the only department that saw its aggregate score improve over last quarter, with an increase of 2%. This could be due to the uphill battle waged by e-government sites to maintain and increase customer satisfaction levels in an atmosphere of tight budgets and increasing citizen standards fueled by online experiences in the private sector.

CONCLUSION

While aggregate citizen satisfaction with federal government websites stalled this quarter, this is not yet cause for concern unless it becomes a trend in future quarters. Over the longer term, as shown in year-over-year results, citizen satisfaction with e-government has improved at a competitive pace with online private sector sites measured by the ACSI, which is commendable given budget constraints and regulatory restrictions faced by e-government sites.

For More Information

1.800.621.2850

www.ForeSeeResults.com

It's important to benchmark performance of e-government and one of the most influential and powerful performance measures is citizen satisfaction. No matter how well agencies address the technical and back-end aspects of e-government, citizens won't embrace the online channel unless it meets their needs and exceeds their expectations. For this reason, the "Expanding E-Government Report" scorecard of e-government performance should high-

light citizen satisfaction as a key performance metric that monitors how well e-government sites deliver value to citizens, from their perspective. With greater penetration and use of government websites, agencies can decisively improve the convenience, access and quality of government services to citizens, and in many cases provide these services more cost-effectively.

ABOUT THE AUTHOR
Larry Freed is an expert on Web Effectiveness and Web Customer Satisfaction. He is also President and CEO of ForeSee Results, a market leader in customer satisfaction measurement on the web, which utilizes the methodology of the American Customer Satisfaction Index.

ABOUT THE ACSI
The American Customer Satisfaction Index (ACSI) is the only uniform, national, cross-industry measure of satisfaction with the quality of goods and services available in the United States. In 1999, the Federal government selected the ACSI to be a standard metric for measuring citizen satisfaction. Over 100 Federal government agencies have used the ACSI to measure citizen satisfaction of more than 200 services and programs. The Index is produced by the University of Michigan, in partnership with the American Society for Quality (ASQ) and CFI Group, an international consulting firm. ForeSee Results sponsors the e-commerce, e-business and e-government indices.

ABOUT FORESEE RESULTS, INC.
ForeSee Results is the market leader in online customer satisfaction measurement and management and specializing in converting satisfaction data into user-driven web development strategies. Using the methodology of the University of Michigan's American Customer Satisfaction Index (ACSI), ForeSee Results has created a model that scientifically quantifies the elements that drive online customer satisfaction and predicts future behaviors, including the likelihood to return to the site or recommend the site to others. ForeSee Results, a privately held company located in Ann Arbor, Michigan, can be found online at www.ForeSeeResults.com.

ABOUT THE FEDERAL CONSULTING GROUP
The Federal Consulting Group, a franchise of the Department of the Treasury, serves as the executive agent in the government for the American Customer Satisfaction Index (ACSI), and holds generic clearance from the Office of Management and Budget that enables agencies to utilize the ACSI without having to obtain a separate clearance under the Paperwork Reduction Act to conduct customer satisfaction surveys. Agencies can participate in the ACSI through an arrangement between the Federal Consulting Group and ForeSee Results.

For More Information

1.800.621.2850

www.ForeSeeResults.com