

NOAA CO-OPS Satisfaction Study

Final Report
Summary



CO-OPS Customer Satisfaction Survey Goals

- Measure CO-OPS customer satisfaction with current products and services
- Gain insight for future areas of focus

Survey Background

ACSI Methodology

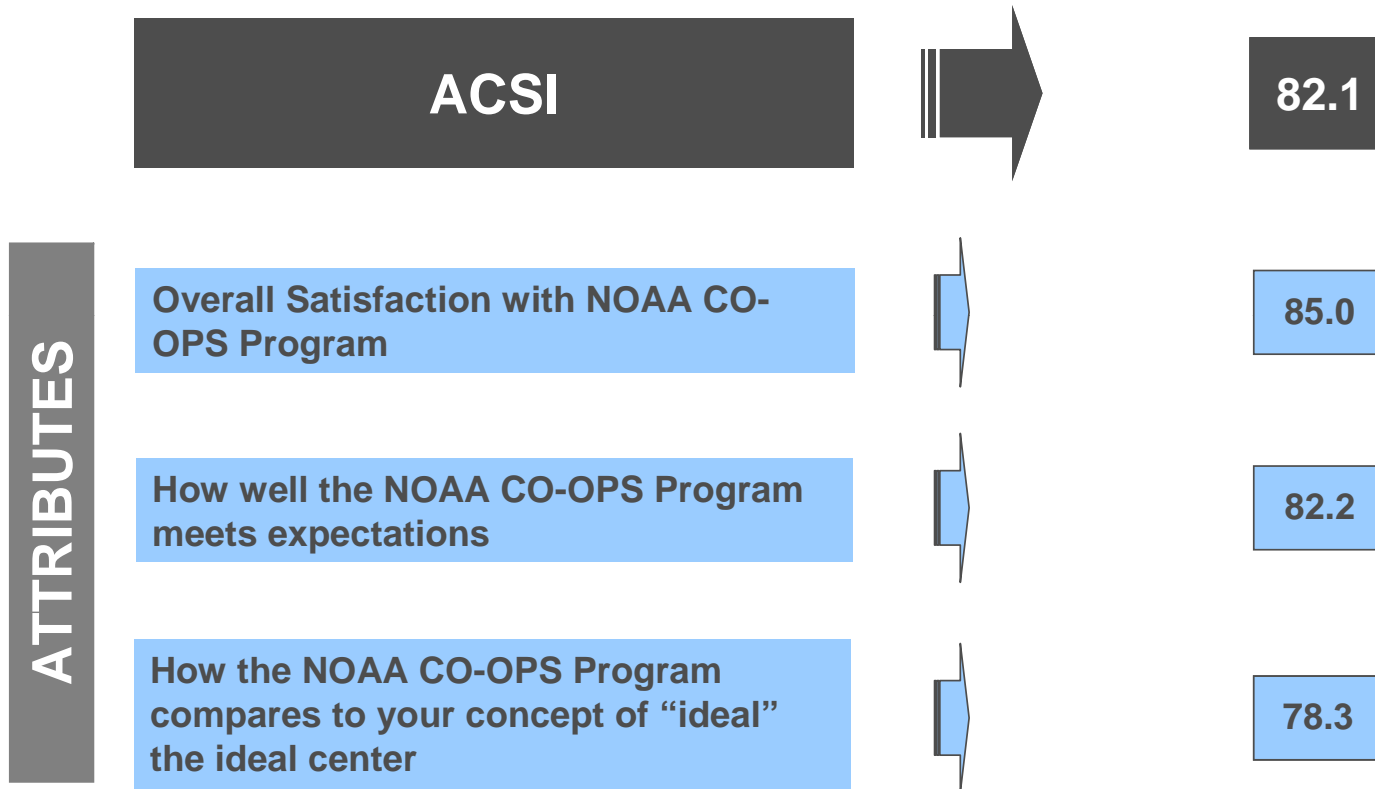
All scores and ratings are calculated using the methodology of the American Customer Satisfaction Index (ACSI). The ACSI, established in 1994, is a uniform, cross-industry measure of satisfaction with goods and services available to U.S. consumers, including both the private and public sectors. ACSI has measured more than 100 programs of federal government agencies since 1999. The ACSI is produced through a partnership of the University of Michigan Business School, the American Society for Quality and the CFI Group, who collected and analyzed the CO-OPS data and produced the final report.

- Survey data were collected via links on NOAA Websites and email invitations from May 13-June 10, 2009.
- 601 Responses collected

Summary of Findings

- **The CO-OPS satisfaction score of 82.1 is strong and is much higher than the Aggregate 2008 Federal Government ACSI score of 68.9.**
- Accuracy and timeliness are repeatedly the highest scoring attributes of both Great Lakes and Marine and Coastal products, while clarity is frequently lower-scoring.
 - For Marine and Coastal Products, timeliness and accuracy have the highest impact on satisfaction.
 - Meeting needs and clarity have the highest impact on satisfaction for Great Lakes products.
- Among the examples of Great Lakes and Marine and Coastal products, respondents continually rate the visual appeal of the products lowest.

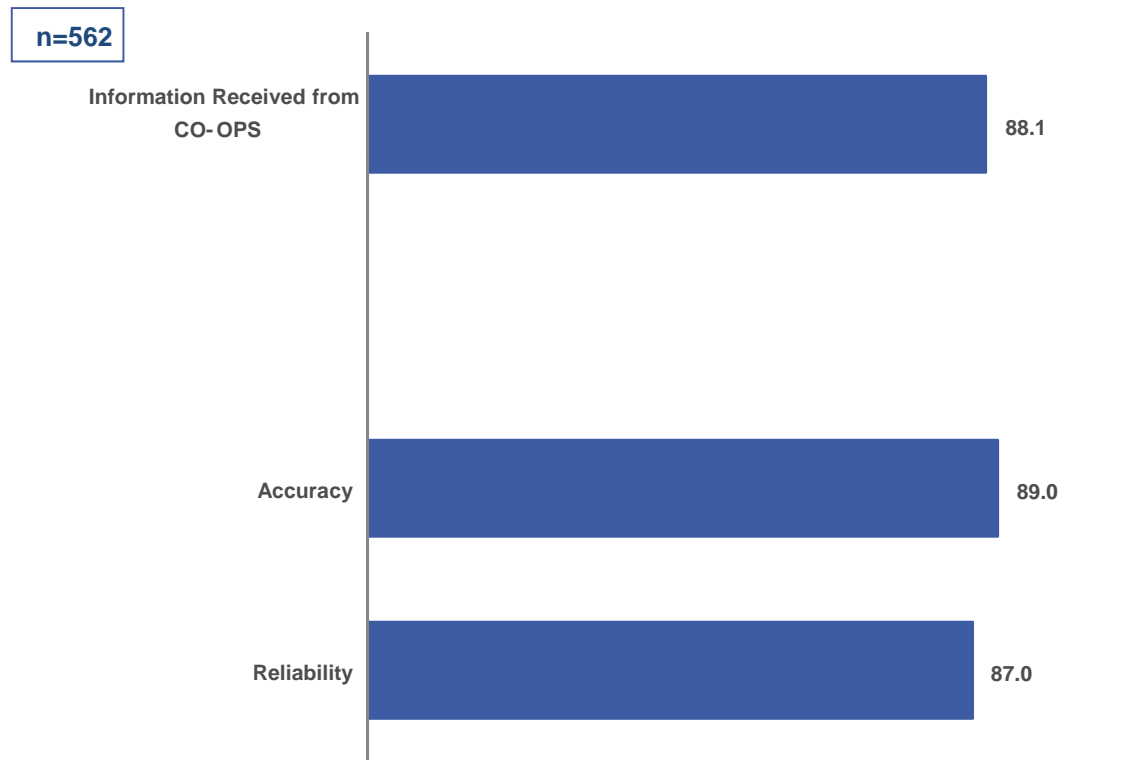
CO-OPS Customer Satisfaction Index Scores



"I really like COOPS. It contains information that I either cannot get elsewhere or is very difficult to obtain otherwise. Please continue to do a great job!"
-Customer Verbatim

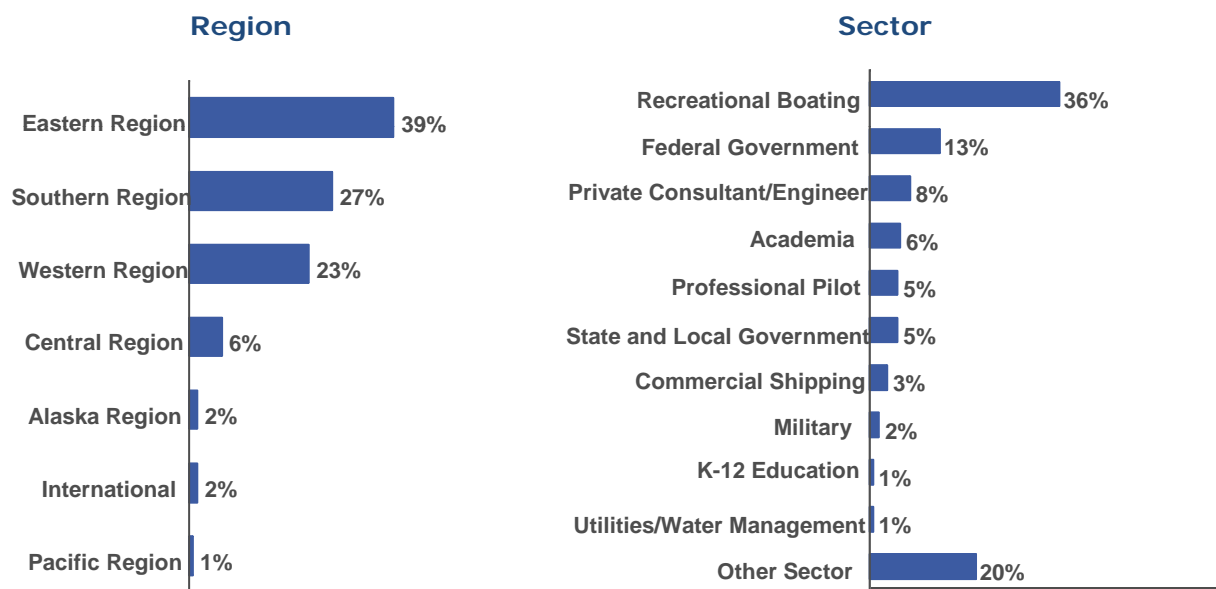
Information Received from CO-OPS

Information Received from CO-OPS scores well, with both Accuracy and Reliability having high scores.



Who are the CO-OPS Respondents?

Slightly over one-third (39%) of respondents reside in the Eastern region, with approximately one-quarter of respondents living in either the Southern or Western region (27% and 23% respectively). Over one-third of respondents (36%) fall in the Recreational Boating sector.

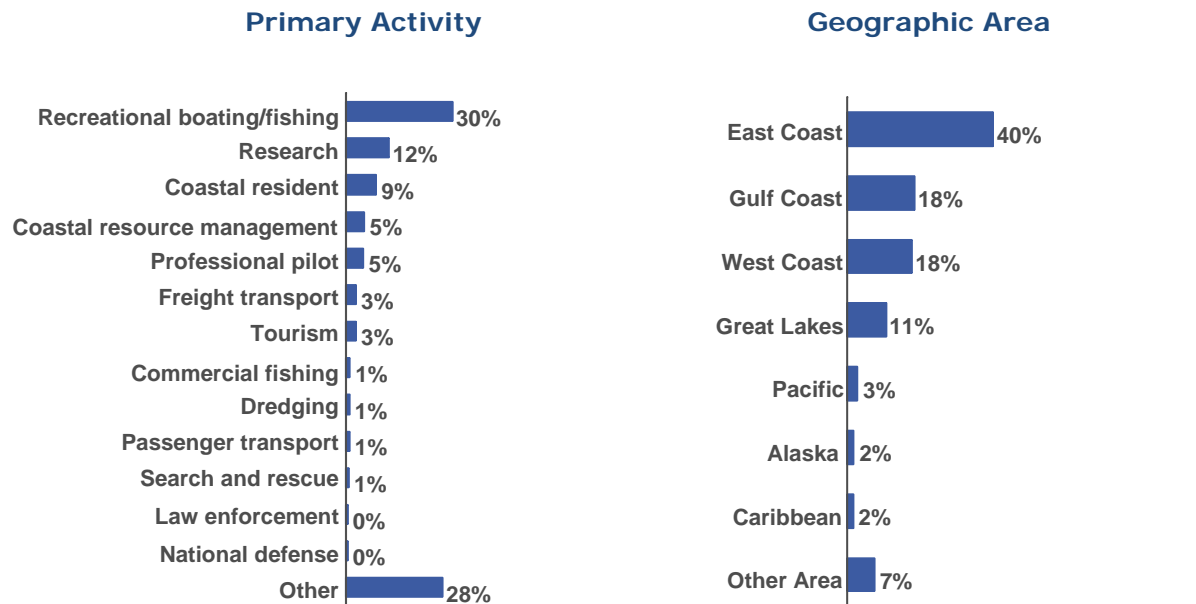


Region was determined from the respondent provided Zip Code

*Small Sample Size

Who are the CO-OPS Respondents?

Approximately one-third of respondents (30%) identified their primary activity as Recreational boating/fishing. A large number of respondents making up the Other category also identified their primary activity as something that would fit in the recreational category, such as surfing, etc. Forty percent of respondents selected the East Coast as their primary geographic area of interest, followed by the Gulf Coast and West Coast, each at 18%.



Comments from Satisfied Respondents

- “Absolutely love the Great Lakes Water temperature real time data. Extremely useful for my recreational fishing.”
- “Good products. Can't do without them!”
- “Great job! It's wonderful that your extremely useful and timely products are available to us on the Internet. ”
- “I truly trust your product and would like to be sure that it is always there for me.”
- “Outstanding Tide Level predictions.”
- “Thank you NOAA folks for all your hard work. The information you provide is invaluable.”
- “Thanks for all the water level info!”
- “Thanks! You have a wonderful website and very useful for those of us that live on or close to the water. We really appreciate all the information that you gather for our benefit.”
- “The products are of great use and benefit. It is a good example of our taxes at work for us.”
- “This is an all-around great service to the nation and to the tidewater community. Keep up the good work, and the constant attempts for improvement of data presentation.”