



American Customer Satisfaction Index

# AMERICAN CUSTOMER SATISFACTION INDEX

## *E-Business Study 2021-2022*

July 26, 2022

Customer satisfaction is a driving force that impacts the financial outlook of individual firms and the health of the U.S. economy at large. New results from the American Customer Satisfaction Index (ACSI®) include customer satisfaction benchmarks for three e-business industries: social media, search engines and information, and online news and opinion. The ACSI also captures consumer opinions about critical elements of the customer experience, tailored individually to each measured industry.

The **ACSI E-Business Study 2021-2022** is based on interviews with 5,499 customers, chosen at random and contacted via email between July 2021 and June 2022. Customers are asked to evaluate their recent experiences with the largest social media, search/information, and news websites in terms of visitor traffic, plus an aggregate category consisting of “all other”—and thus smaller—websites in those categories.

### Social Media

#### AMERICAN CUSTOMER SATISFACTION INDEX: SOCIAL MEDIA

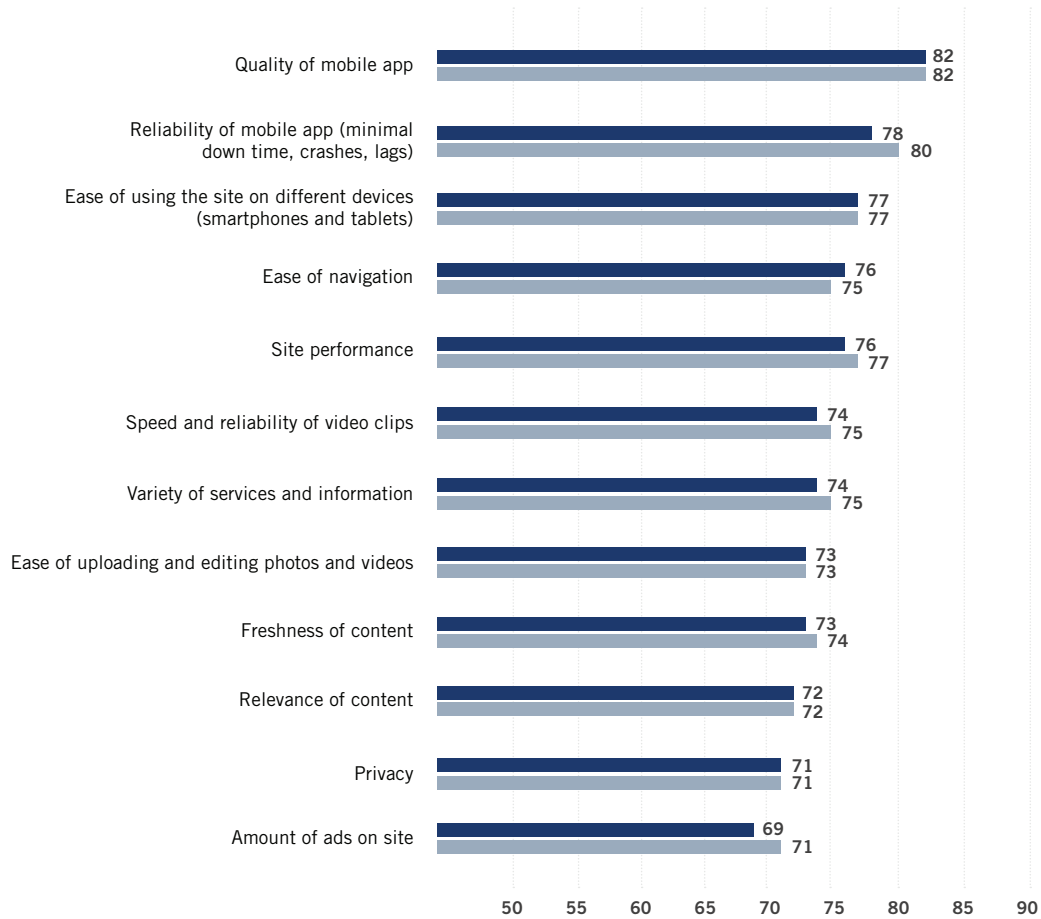
COMPANY	2021	2022	% CHANGE
<b>Social Media</b>	<b>70</b>	<b>71</b>	<b>1.4%</b>
Pinterest	78	76	-3%
YouTube (Google)	76	76	0%
TikTok	72	73	1%
All Others	74	72	-3%
Reddit	72	71	-1%
Wikipedia	73	71	-3%
Snapchat	70	70	0%
Tumblr	69	70	1%
LinkedIn (Microsoft)	69	68	-1%
Twitter	61	68	11%
Instagram (Meta)	69	67	-3%
Facebook (Meta)	62	61	-2%

0-100 Scale

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**SOCIAL MEDIA**  
**Customer Experience Benchmarks**  
**Year-Over-Year Industry Trends**

■ 2022    ■ 2021



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## Search Engines and Information

### AMERICAN CUSTOMER SATISFACTION INDEX: SEARCH ENGINES & INFORMATION

COMPANY	2021	2022	% CHANGE
<b>Search Engines &amp; Information</b>	<b>76</b>	<b>75</b>	<b>-1.3%</b>
All Others	77	79	3%
Google	79	75	-5%
MSN (Microsoft)	72	75	4%
Answers	71	73	3%
Yahoo!	73	72	-1%
Ask	72	71	-1%
AOL (Yahoo)	69	70	1%
Bing (Microsoft)	71	70	-1%

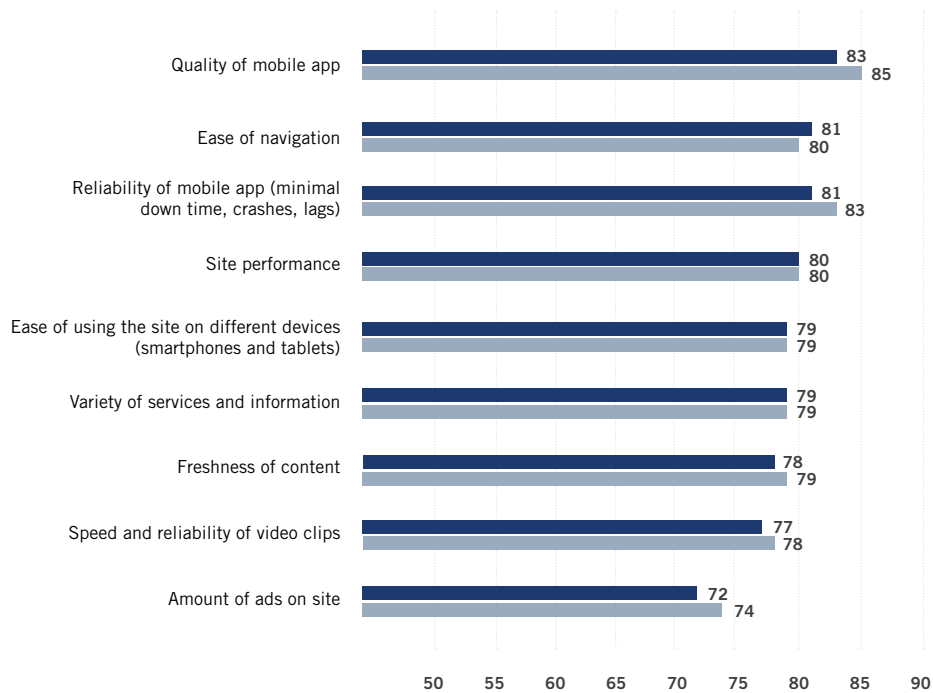
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### SEARCH ENGINES & INFORMATION

#### Customer Experience Benchmarks Year-Over-Year Industry Trends

■ 2022 ■ 2021



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## Online News and Opinion

### AMERICAN CUSTOMER SATISFACTION INDEX: ONLINE NEWS & OPINION

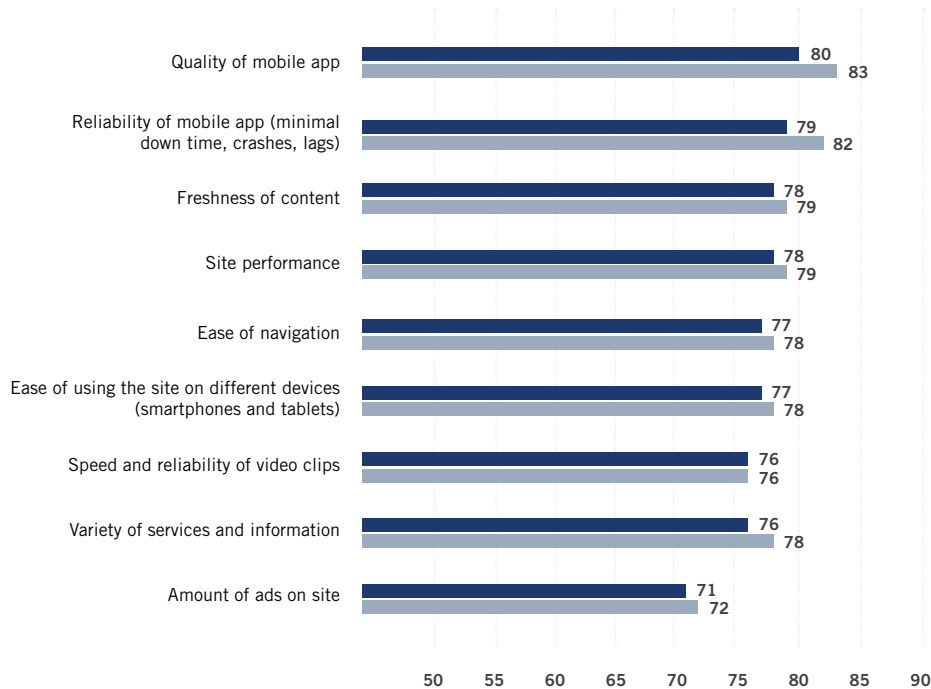
COMPANY	2021	2022	% CHANGE
<b>Online News &amp; Opinion</b>	<b>74</b>	<b>73</b>	<b>-1.4%</b>
All Others	76	76	0%
FOXNews.com	72	71	-1%
USATODAY.com	72	71	-1%
HuffPost	71	70	-1%
NBCNews.com (Comcast)	71	70	-1%
NYTimes.com	70	70	0%
ABCNews.com	69	69	0%
CNN.com	71	69	-3%

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### ONLINE NEWS & OPINION Customer Experience Benchmarks Year-Over-Year Industry Trends

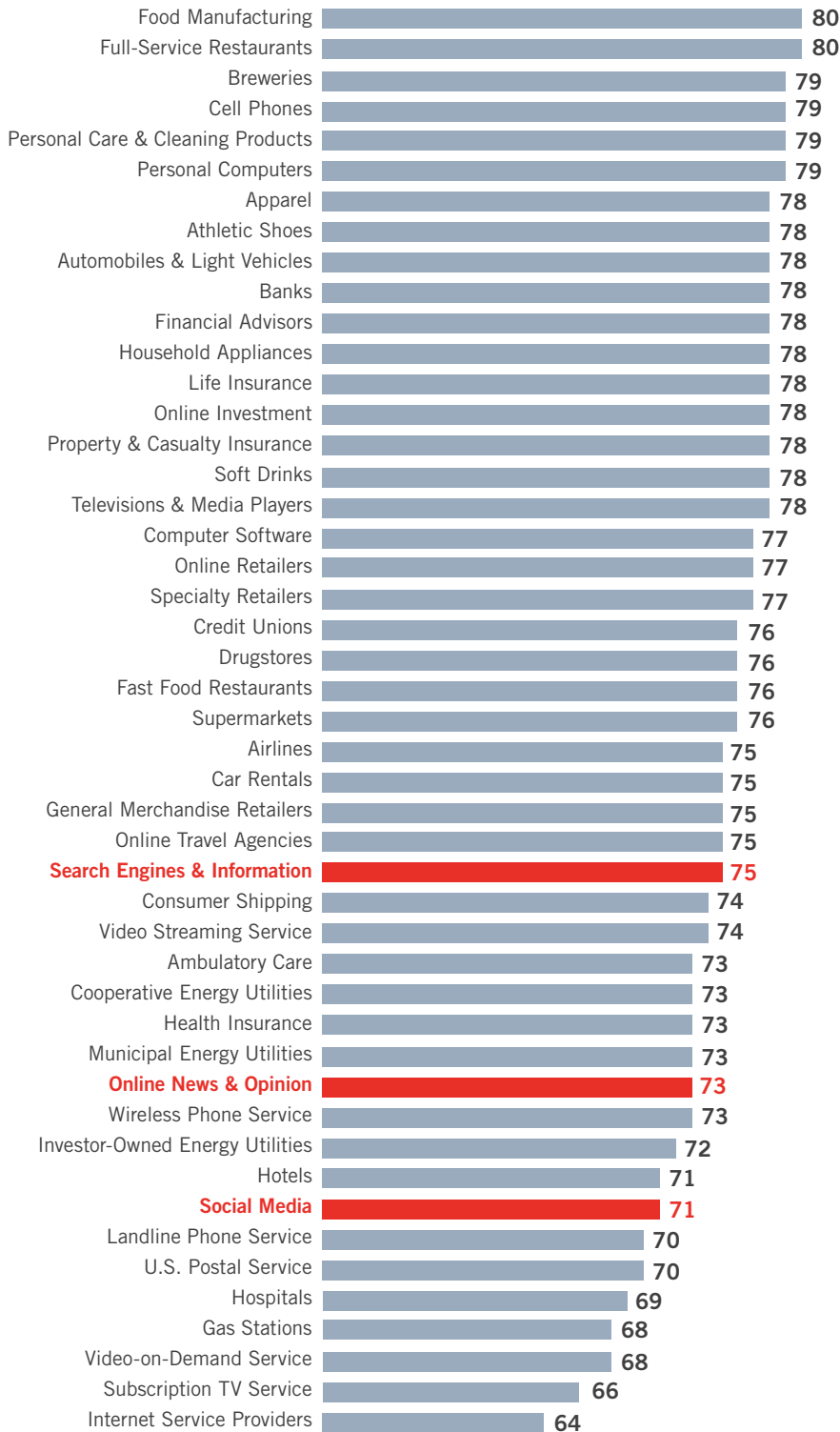
■ 2022 ■ 2021



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## CUSTOMER SATISFACTION BENCHMARKS BY INDUSTRY



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ACSI survey data are used as inputs to the Index's cause-and-effect econometric model, which estimates customer satisfaction as the result of the survey-measured inputs of customer expectations, perceptions of quality, and perceptions of value. The ACSI model, in turn, links customer satisfaction with the survey-measured outcomes of customer complaints and customer loyalty. ACSI clients receive confidential industry-competitive and best-in-class data on all modeled variables and customer experience benchmarks.

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