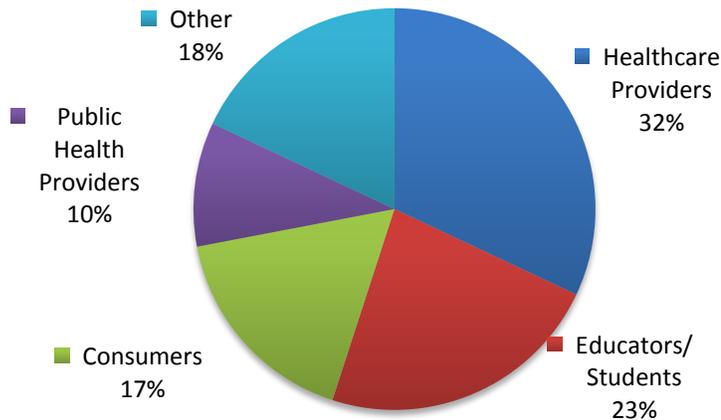


## CDC.gov User Demographics

### Which best describes your role?

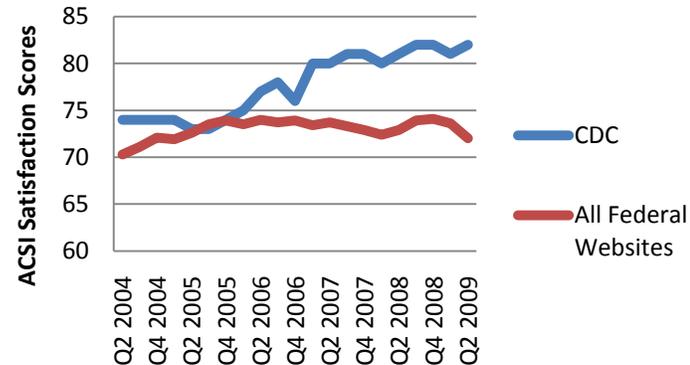
October 4, 2008 - January 31, 2009

N = 4042



## CDC.gov Customer Satisfaction

### Comparison of CDC Satisfaction Score to All Federal ACSI Satisfaction Scores



Customer satisfaction with CDC.gov has significantly increased, as measured by the American Customer Satisfaction Index. CDC.gov's quarterly score jumped from 74 (Q2-2004) to 82 (out of 100) in Q2-2009.

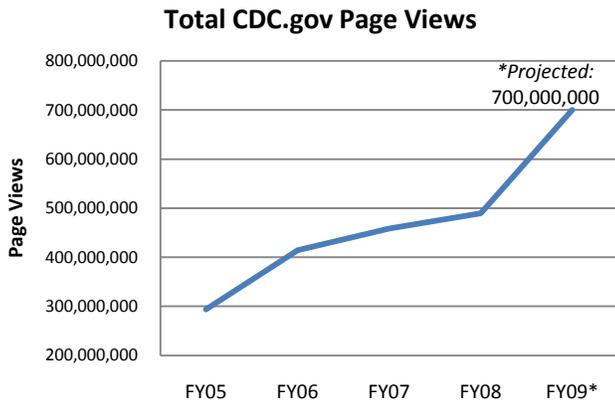
Source: American Customer Satisfaction Survey (ACSI)

## CDC.gov Demographic Summary (October 4, 2008 – January 31, 2009)

- Age:
  - The majority of users are middle-aged (67%)
    - One-third report that they are between 35-49 (34%)
    - One-third between the ages of 50-64 (33%)
  - Only a fraction of users are over 65 (3%)
  - Younger users between the ages of 24-34 make up about one-fifth of the audience (17%)
  - The remaining users are aged 18-24 (6%)
- Education Level:
  - Majority of users (76%) are college-educated
    - Most in this group have an advanced degree (39%) and the second largest group have a college degree (37%), the remaining users have some college (17%) or a high school or less (7%)
- Gender:
  - Preliminary data (from Jan. 17-Jan. 31) indicate that the audience may be mostly female (70%)
- Reason for visiting site:
  - The majority of users are looking for 'health information for work' (45%)
  - The second largest reason for visiting the site is to look for 'health information for myself' (14%)
- Type of Information:
  - Diseases and conditions (16%)
  - Data and stats (16%)
- Nearly three-fourth of all users state that they found what they were looking for (72%)
- Personalization of Health Information:
  - The majority of users (70%) state that they would like to have health information tailored to their needs

Source: American Customer Satisfaction Survey (ACSI)

## CDC.gov Site Traffic

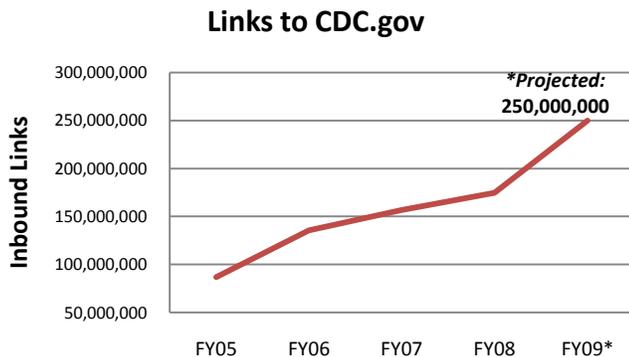


Total page views increased 67% compared from FY05 to FY08. In 2005: 294 Million page views; in 2008: 489.9 Million page views. As of early June 2009, there were 459 Million page views for FY 2009. Total FY 2009 page views are projected to increase to around 700 Million, an increase of 42% over 2008.

CDC en Español, CDC's Spanish language portal, averages over 195K page views per month since 2005 and continues to expand its Latino audience outreach with new web and social media efforts.

Source: Omniture SiteCatalyst

## Inbound Links

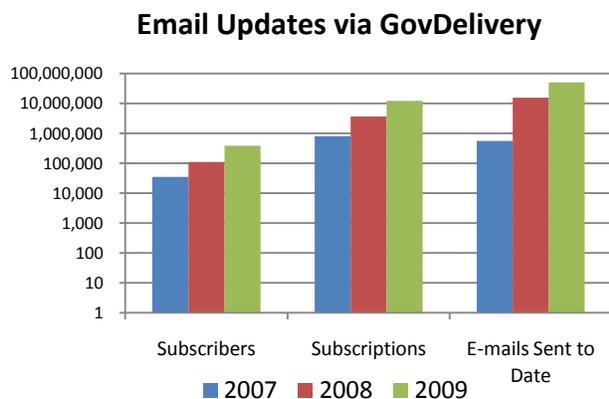


Inbound links (permanent links to CDC.gov) increased 101% from FY05 and FY08.

- In FY05: 86.7 Million inbound links to CDC.gov
- In FY08: 174.7 Million inbound links to CDC.gov
- As of early June 2009, there were 174 Million inbound links for FY 2009
- Total FY 2009 inbound links are projected to increase to around 250 Million, an increase of 43% over 2008

Source: Omniture SiteCatalyst

## CDC.gov Email Updates via GovDelivery



CDC.gov's Email Update Service allows CDC.gov users to subscribe to topical content and get notified when updates to the content occur. Launched in November 2006, nearly 45.7 Million emails have been sent to more than 366,000 subscribers with over 11.5 Million subscriptions to date.

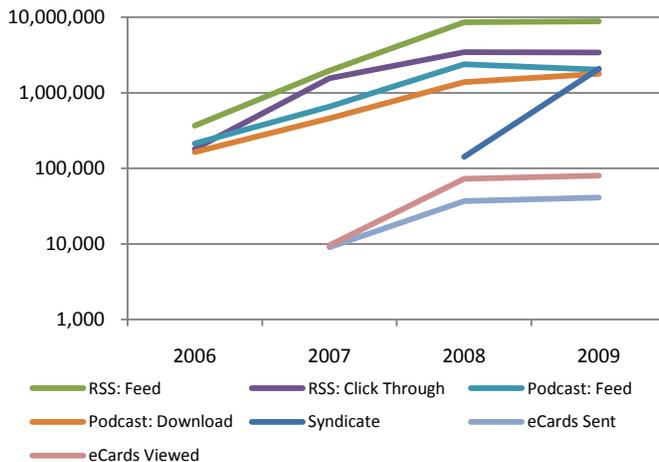
<http://www.cdc.gov/emailupdates/index.html>

Source: GovDelivery

For additional information on this data, please send inquiries to: Wies Rafi, NCHM, Division of eHealth Marketing at [WRafi@cdc.gov](mailto:WRafi@cdc.gov) or visit the CDC.gov Web Metrics Dashboard: <http://www.cdc.gov/metrics>

## Podcasts, RSS Feeds & Content Syndication (<http://www2a.cdc.gov/podcasts/> and <http://www2a.cdc.gov/podcasts/rss.asp> and (<http://www2a.cdc.gov/ecards/>)

### RSS, Podcasts, Mobile Syndication & eCards



Content Syndication allows for sharing of CDC.gov content on external sites which are updated in real-time whenever CDC.gov is updated. eCards, or electronic greeting cards, are communication tools used to encourage healthy behavior by communicating programs, products, and information to individuals.

CDC.gov Podcasts, RSS feeds and eCards and continue to grow each year.

To date:

- RSS feeds sent nearly 17 Million times
- Over 3.4 Million podcasts downloaded
- Over 77,000 English & Spanish eCards sent (launch 2007)
- Over 153,000 English & Spanish eCards viewed (launch 2007)
- Over 2 Million views of CDC.gov content viewed via content syndication (launch 2008)

Source: Omniture SiteCatalyst

## Widgets (<http://www.cdc.gov/Widgets/>)

### CDC.gov Widgets

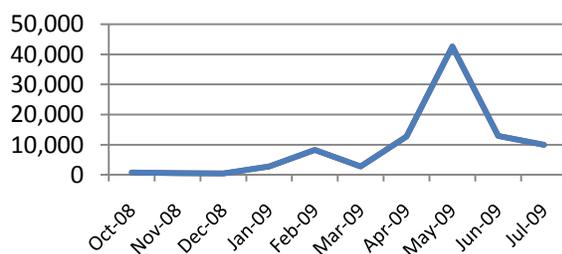


Widgets are small, portable web applications that can be placed on any web site, blog, or personalized homepage. NCHM's Division of eHealth Marketing (DeHM) has deployed over 13 widgets as of June 2009 with an estimated 20+ scheduled for the remainder of Q3. CDC Widgets were also distributed on over 50,000 different sites across the Internet and have received more than 31.5 Million cumulative views total since launch.

Source: Omniture SiteCatalyst

## CDC Mobile Web site (<http://m.cdc.gov>)

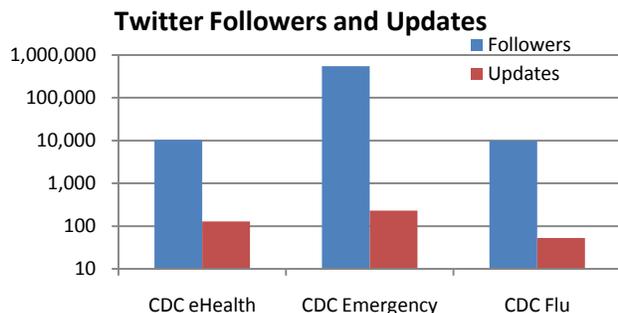
### CDC Mobile Views



The CDC.gov mobile Web site was launched in October 2008 in response to Hurricane Ike, and contained critical emergency information in a mobile-friendly format. The site has since been expanded to include seasonal flu information and H1N1 outbreak information. In May, 2009 an iPhone friendly-version of the site was launched. To date, the CDC.gov mobile Web pages have been viewed more than 93,000 times.

Source: Omniture SiteCatalyst

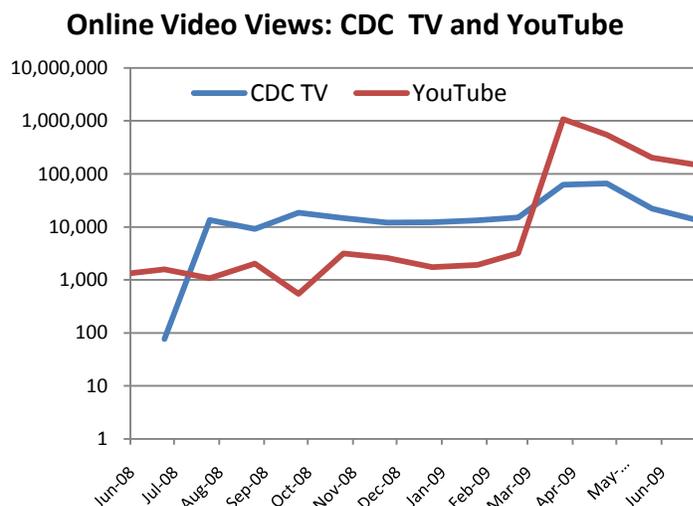
## Twitter ([http://twitter.com/CDC\\_eHealth](http://twitter.com/CDC_eHealth))



Twitter is an online social networking and micro-blogging Web site that is used to provide information, commentary and descriptions of events and highlight certain audio and video content. Twitter users send updates, or 'tweets,' which are 140 characters or less in length. Individual users can 'follow' another user's updates. NCHM's Division of eHealth Marketing (DeHM) manages three Twitter profiles as of July 2009. These three accounts have provided more than 400 updates to a combined 600,000 followers since October 2008.

Source: Twitter

## Online Video: CDC-TV and YouTube (<http://www.cdc.gov/cdctv/> and <http://www.youtube.com/CDCstreaminghealth>)



CDC-TV, (launched August 2008), currently has 21 videos with over 244,000 views and continues to grow. The most popular video as of June 2009 is "Put Your Hands Together," a hand washing video with over 63,000 views.

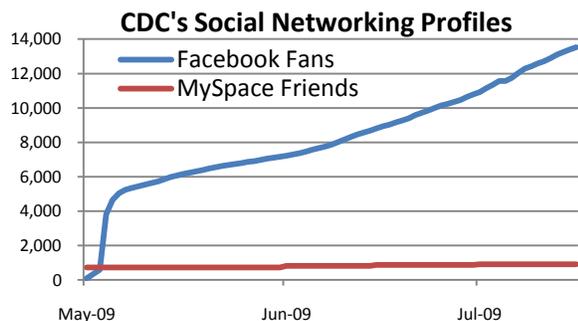
Source: Omniture SiteCatalyst

YouTube is an online video sharing Web site that CDC uses to disseminate tailored health education and health communication messages. The CDC Streaming Health YouTube channel hosts 58 videos that have been viewed more than 2 Million times. The most popular video as of July 2009 is "Symptoms of H1N1 (Swine Flu)," with over 1.26 Million views.

Source: YouTube

## Social Networking Sites: Facebook and MySpace

(<http://www.facebook.com/CDC> and [http://www.myspace.com/CDC\\_eHealth](http://www.myspace.com/CDC_eHealth))



Facebook and MySpace are social networking sites that CDC uses to disseminate tailored health education and health communication messages.

To date:

Facebook: More than 14,000 fans since launch May 2009

MySpace: More than 900 friends since launch November

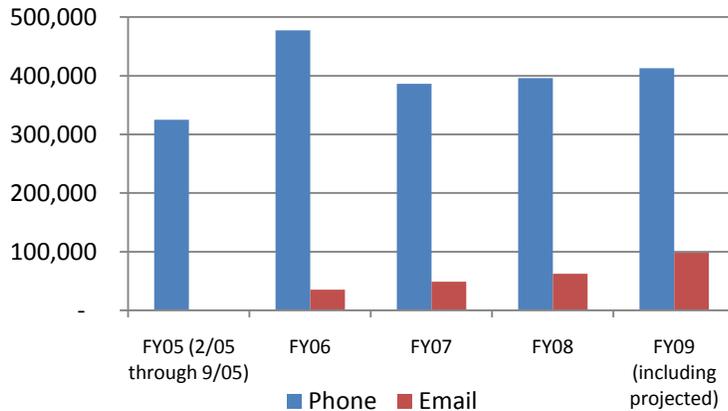
2007 (200 since May 2009)

Source: Facebook and MySpace

For additional information on this data, please send inquiries to: Heather Brink, NCHM, Division of eHealth Marketing at [HBrink@cdc.gov](mailto:HBrink@cdc.gov) or visit the CDC.gov Web Metrics Dashboard: <http://www.cdc.gov/metrics/>

## CDC-INFO Inquiry Volume

CDC-INFO Contacts by Type per Fiscal Year

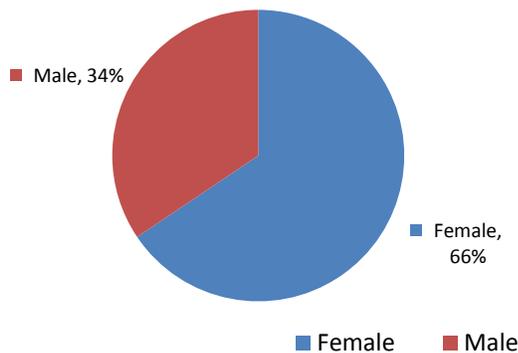


After a decline in volume from FY06 to FY07, FY08 call volumes increased by 2.5% over the previous year and are projected to increase by a further 4.3% in FY09. Email volume has been increasing steadily increasing, by 38.6% in FY07, 27.7% in FY08, and a projected 56.7% increase in FY09.

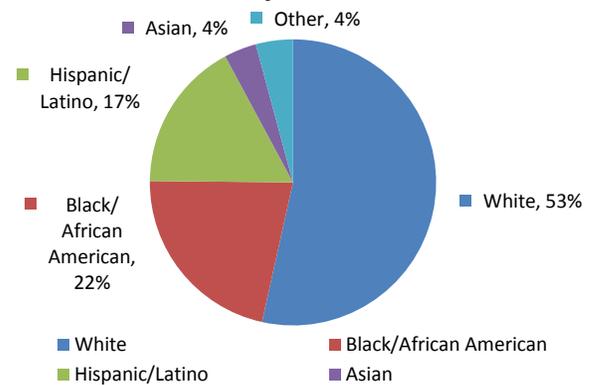
Source: CDC-INFO Data Warehouse

## CDC-INFO Caller Demographics (FY08)

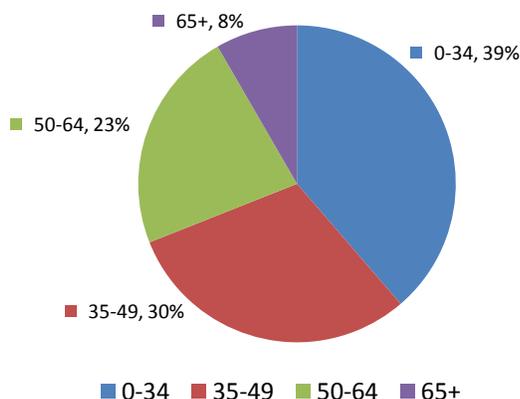
Gender of CDC-INFO Callers



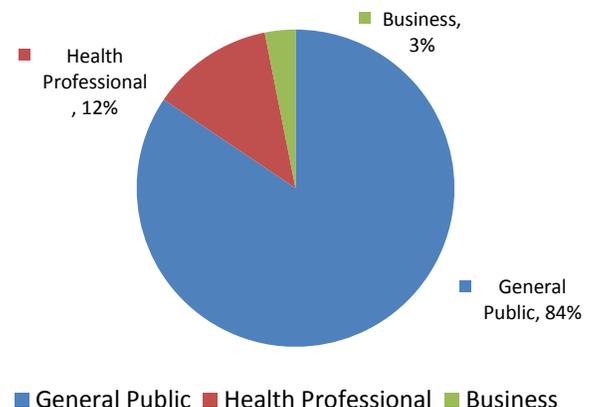
Race/Ethnicity of CDC-INFO Callers



Age of CDC-INFO Callers



Profession of CDC-INFO Callers



Source: CDC-INFO Customer Satisfaction Survey

## CDC-INFO Caller Behavior Change (FY08)

Did what you learned make you want to change any behaviors?

Yes: 49.8%      No: 49.1%      Not Sure: 1.1%

[If Yes] What behavior do you plan to change?

- Reduce risky sexual behavior: 30.2%
- Get vaccinated / take medications: 8.1%
- Change diet, eating or exercise habits: 6.5%
- Be more aware, cautious: 6.5%
- Get tested: 5.2%
- Be calmer / more hopeful: 4.0%
- Practice better hygiene: 2.4%
- Quit smoking: 1.3%
- Other: 32.5%

[If Yes] Have you made any behavior changes?

Yes : 81.0%      No : 12.0%      Not yet, but plan to: 7.0%



**CDC-INFO**

**800-CDC-INFO** (232-4636)

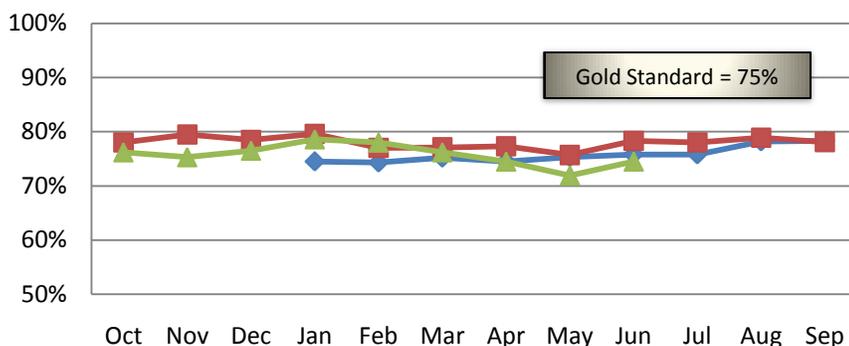
[cdcinfo@cdc.gov](mailto:cdcinfo@cdc.gov)

TTY: 888-232-6348

In English/en Español-24/7

## CDC-INFO Customer Satisfaction

Percentage of Callers "Very Satisfied" with CDC-INFO

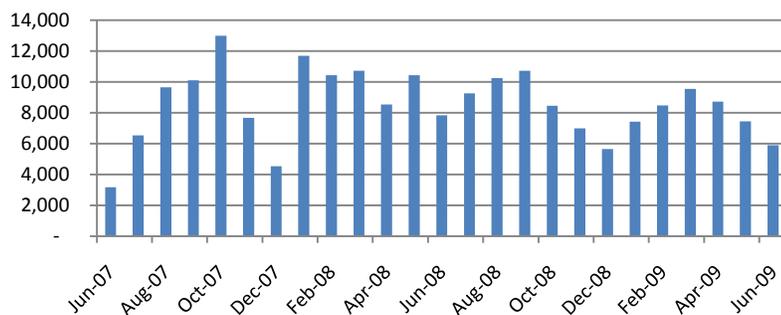


From spring 2007 to spring 2009, more than 75% of callers have declared themselves "Very Satisfied" with their CDC-INFO experience every month (23.4% participation for the period shown).

Source: CDC-INFO Customer Satisfaction Survey

— FY07 — FY08 — FY09

Publications Orders Shipped



## CDC-INFO Publication Orders

FY09 publications order shipments are down by 19.2% (as of June 2009) over the same period in FY08, although the transition of NPIN inventory to CDC-INFO in July 2009 is expected to reduce or reverse this trend.

Source: CDC-INFO Publications Warehouse

For additional information on these, contact Chris Tolley, NCHM, Division of eHealth Marketing at [Tolley@cdc.gov](mailto:Tolley@cdc.gov) or visit the CDC.gov Web Metrics Dashboard: <http://www.cdc.gov/metrics/>.