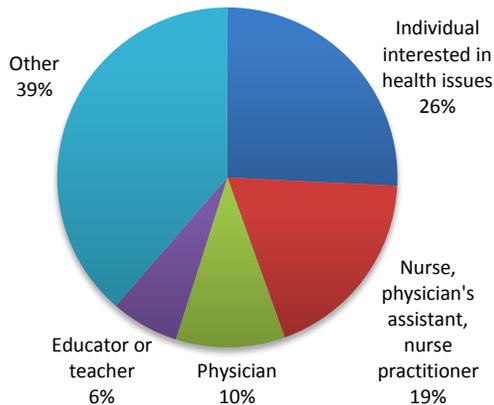


CDC.gov User Demographics

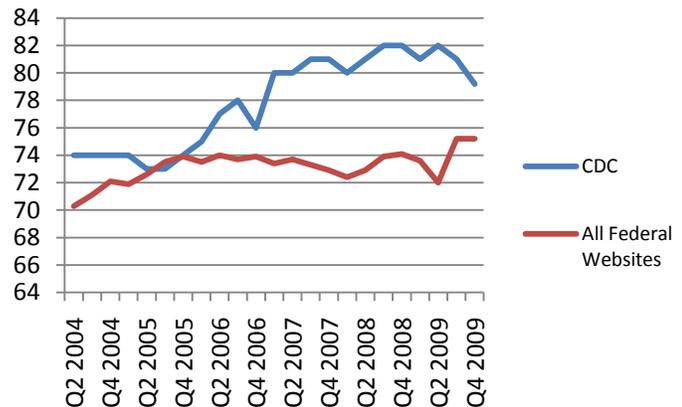
Which best describes your role?

July 2009 - December 2009

N = 61,896



CDC.gov Customer Satisfaction



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 79.2 (out of 100) in Q4-2009. Source: American Customer Satisfaction Survey (ACSI)

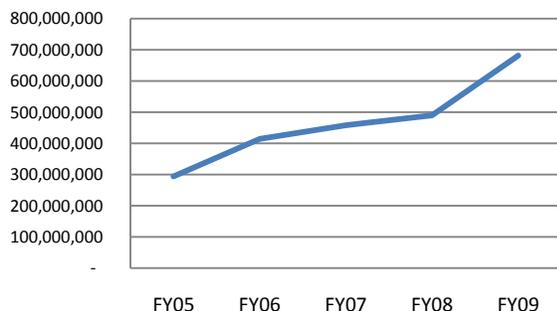
CDC.gov Demographic Summary (July 2009 – December 2009)

- Age:
 - The majority of users are middle-aged (74%)
 - One-third report that they are between 35-49 (36%)
 - One-third between the ages of 50-64 (38%)
 - Only a fraction of users are over 65 (5%)
 - Younger users between the ages of 20-34 make up about one-fifth of the audience (18%)
 - The remaining users are aged 19 or under (3%)
- Education Level:
 - Majority of users (79%) are college-educated
 - Most in this group have an advanced degree (43%) and the second largest group have a college degree (36%), the remaining users have some college (15%) or a high school or less (5%)
- Gender:
 - 70% female; 28% male (2% prefer not to answer)
- Reason for visiting site:
 - The majority of users are looking for 'health information for work' (39%)
 - The second largest reason for visiting the site is to look for 'health information for myself' (25%)
- Type of Information:
 - Swine Influenza (Flu) (49%)
 - Data and statistics (12%)
- More than half of all users state that they found what they were looking for (53%)
- Personalization of Health Information:
 - The majority of users (71%) state that they would like to have health information tailored to their needs

Source: American Customer Satisfaction Survey (ACSI)

CDC.gov Site Traffic

Total CDC.gov Page Views



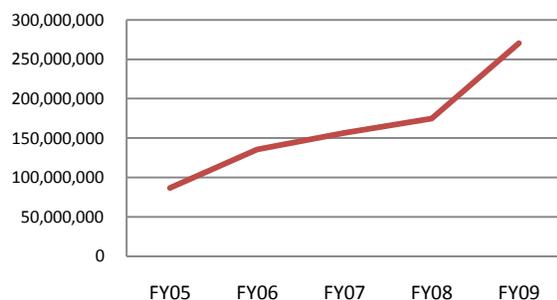
Total page views increased 132% compared from FY05 to FY09. In 2005: 294 Million page views; in 2008: 489.9 Million page views. There were over 682 Million page views for FY 2009.

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 to CDC.gov



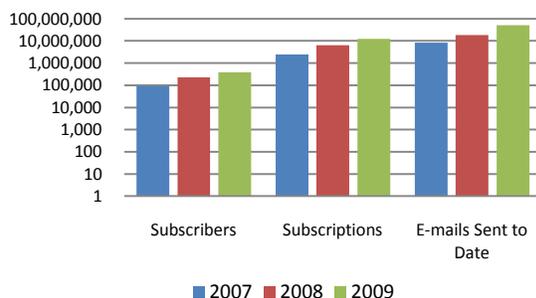
Inbound links (permanent links to CDC.gov) increased 211% from FY05 and FY09.

- In FY05: 86.7 Million inbound links to CDC.gov
- In FY08: 174.7 Million inbound links to CDC.gov
- In FY09: 270.5 Million inbound links for FY 2009

Source: Omniture SiteCatalyst

CDC.gov Email Updates

Email Updates on CDC.gov



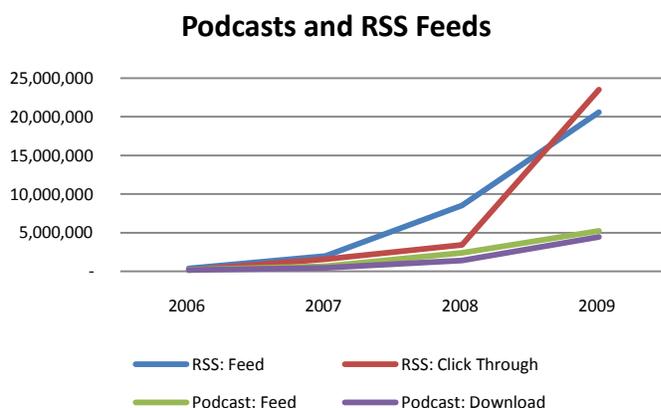
CDC.gov's Email Update Service allows CDC.gov users to subscribe to topical content and get notified when updates to the content occur. Launched in November 2006, nearly 45.7 Million emails have been sent to more than 366,000 subscribers with over 11.5 Million subscriptions to date.

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

Source: GovDelivery

For additional information on this data, please send inquiries to: NCHMInteractiveMedia@cdc.gov or visit the CDC.gov Web Metrics Dashboard: <http://www.cdc.gov/metrics>

Podcasts and RSS Feeds



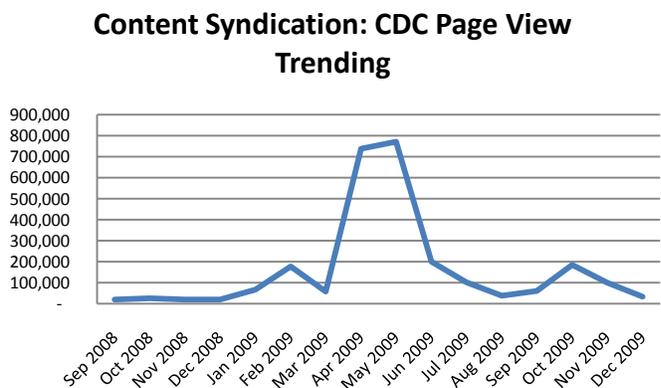
CDC.gov Podcasts and RSS feeds and continue to grow each year.

To date:

- RSS feeds sent nearly 31 Million times
- Over 28 million clickthroughs from RSS feeds to CDC content
- Over 6 Million podcasts downloaded

Source: Omniture SiteCatalyst

Content Syndication

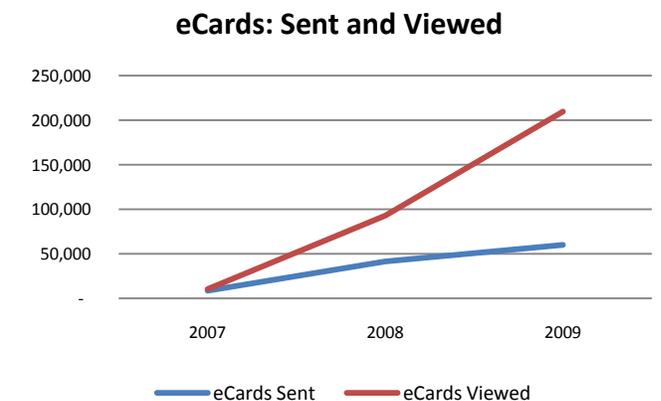


Content Syndication allows for sharing of CDC.gov content on external sites which are updated in real-time whenever CDC.gov is updated.

- Over 2.6 Million views of CDC.gov content viewed via content syndication (launch 2008)
- Increasing number of unique partners and sites participating in Content Syndication with CDC

Source: Omniture SiteCatalyst

eCards



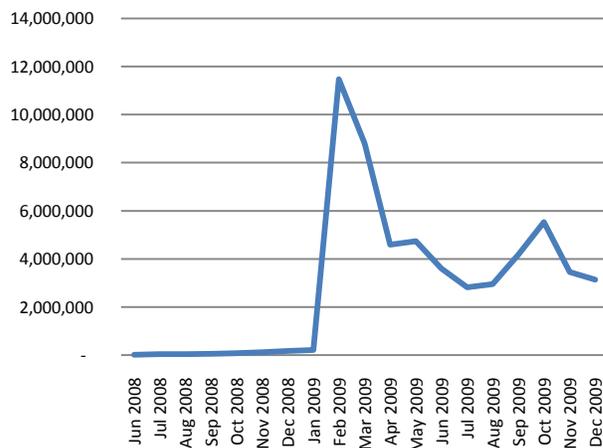
An eCard which is "SENT" refers to the number of times a visitor sent an eCard to another person. An eCard which is "VIEWED" refers to the number of times the recipient clicked on the eCard link in their email and opened/viewed the eCard itself.

- Over 110,026 English & Spanish eCards sent (launch 2007)
- Over 312,916 English & Spanish eCards viewed (launch 2007)

Source: Omniture SiteCatalyst

Widgets

CDC.gov Widgets: Views and Interactions

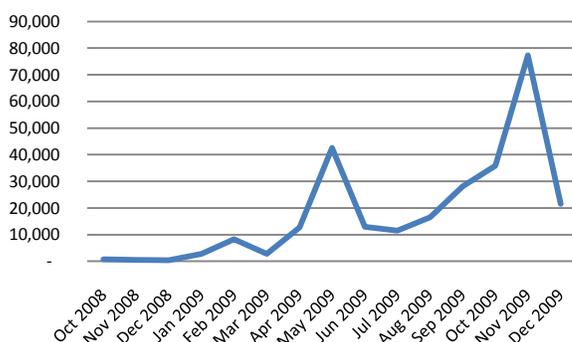


Widgets are small, portable web applications that can be placed on any web site, blog, or personalized homepage. NCHM's Division of eHealth Marketing (DeHM) has deployed over 35 widgets with several more due to be released in 2010. CDC Widgets were also distributed on over 50,000 different sites across the Internet and have received over 56 Million cumulative views and interactions since launch.

Source: Omniture SiteCatalyst

CDC Mobile Web site

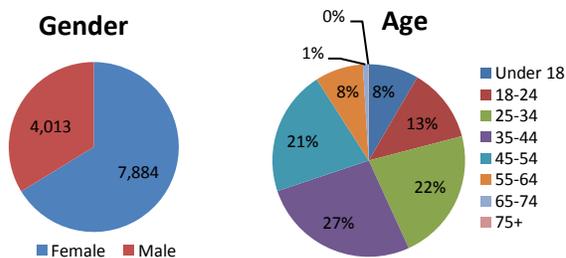
CDC Mobile Views



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 CDC site was launched. To date, the CDC.gov mobile Web pages have been viewed more than 274,297 times.

Source: Omniture SiteCatalyst

H1N1 CDC Texting Pilot

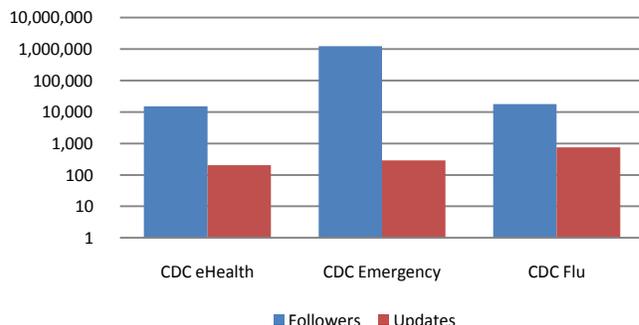


With over 16,520 subscribers, CDC plans to use the evaluation of the pilot effort to expand the project into a permanent mobile texting effort that will provide text messages for specific health areas (including, smoking cessation, physical activity promotion, nutrition, immunization, and more).

Source: SmartReply

Twitter

CDC Twitter Followers and Updates

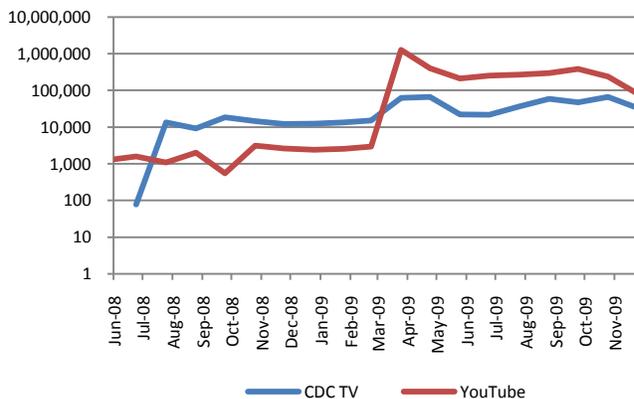


Twitter is an online social networking and micro-blogging Web site that is used to provide information, commentary and descriptions of events and highlight certain audio and video content. NCHM's Division of eHealth Marketing (DeHM) manages three Twitter profiles as of July 2009. These three accounts have provided more than 1,250 updates to a combined 1,251,936 followers since October 2008.

Source: Twitter

Online Video: CDC-TV and YouTube

Online Video Views: CDC TV and YouTube



CDC-TV, (launched August 2008), currently has 30 videos with over 456,199 views and continues to grow. The most popular video as of June 2009 is "Put Your Hands Together," a hand washing video with over 123,169 views.

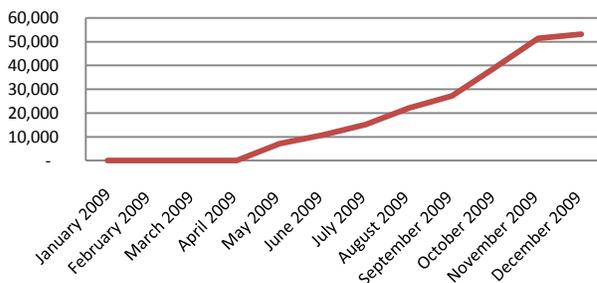
Source: Omniture SiteCatalyst

The CDC Streaming Health YouTube channel hosts 58 videos that have been viewed more than 3.4 Million times. The most popular video as of July 2009 is "Symptoms of H1N1 (Swine Flu)," with over 2 Million views.

Source: YouTube

Facebook

CDC Facebook Friends



Facebook is a social networking site that CDC uses to disseminate tailored health education and health communication messages. To date, CDC has more than 226,130 fans since launch in May 2009.

Source: Facebook

For additional information on these social media activities, please visit <http://www.cdc.gov/SocialMedia> or visit the CDC.gov Web Metrics Dashboard: <http://www.cdc.gov/metrics/>