

# CDC.gov Audience Analysis

March 1, 2009 through November 15, 2009

# Healthcare Providers (N = 23,609)



## What type of information were you looking for:

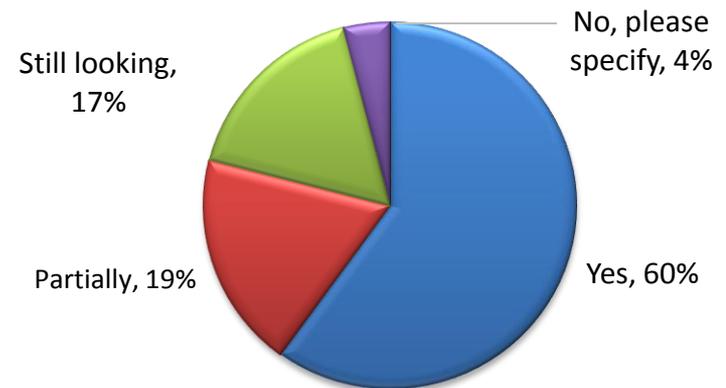
- 52% H1N1 Flu
- 9% Data & Statistics
- 6% Disease and Prevention
- 33% *Other*



*Healthcare Providers*

**User Satisfaction: 83 out of 100**

## Were you able to find what you were looking for?



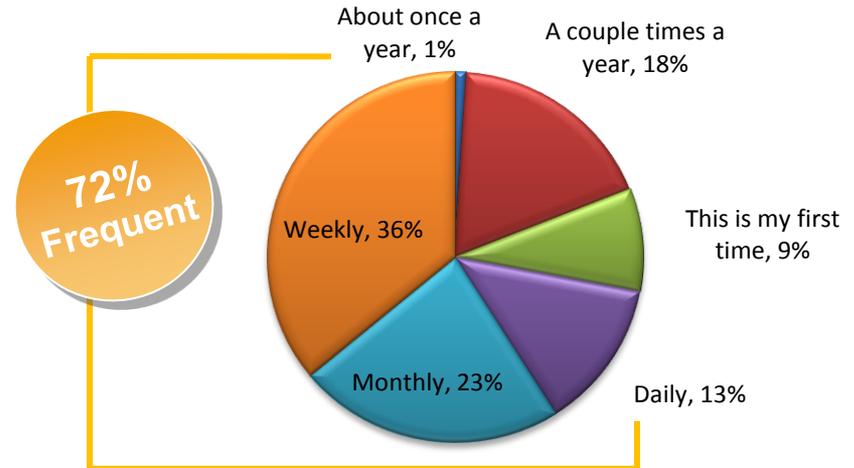
# Healthcare Providers (N = 23,609)



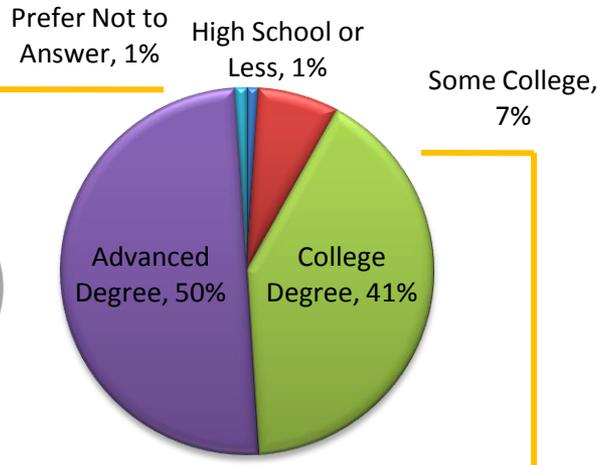
## Role

- 53% were nurses, physician's assistants, nurse practitioners
- 29% were physicians
- 18% were other type of healthcare providers

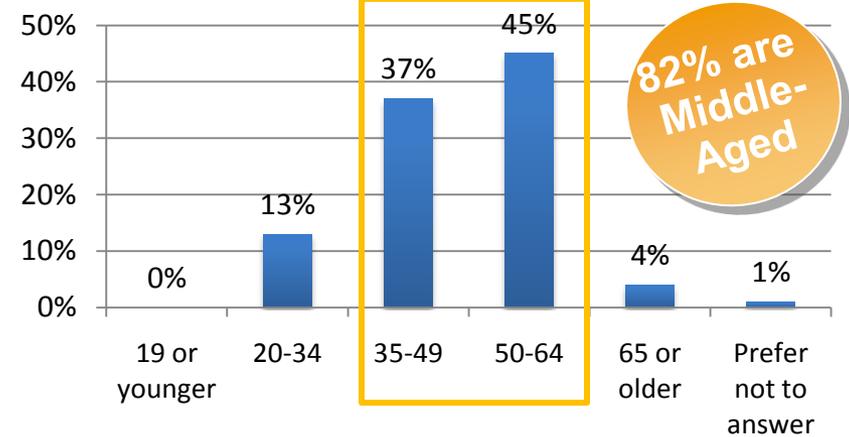
## Frequency of Visits to CDC.gov



## Education



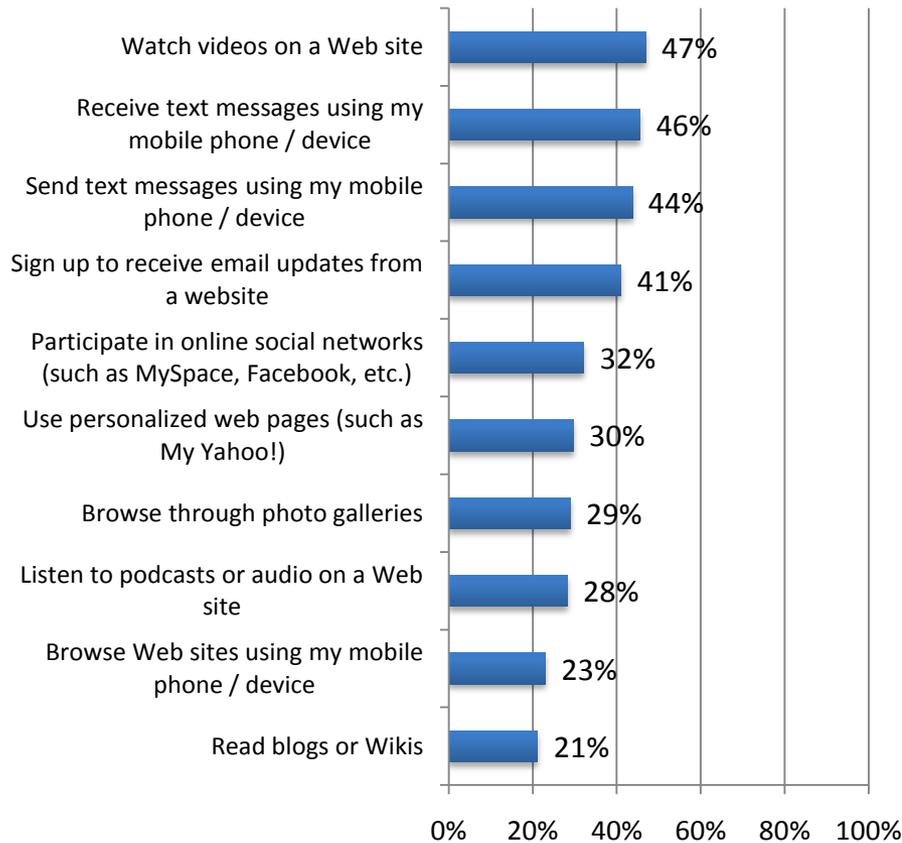
## Age



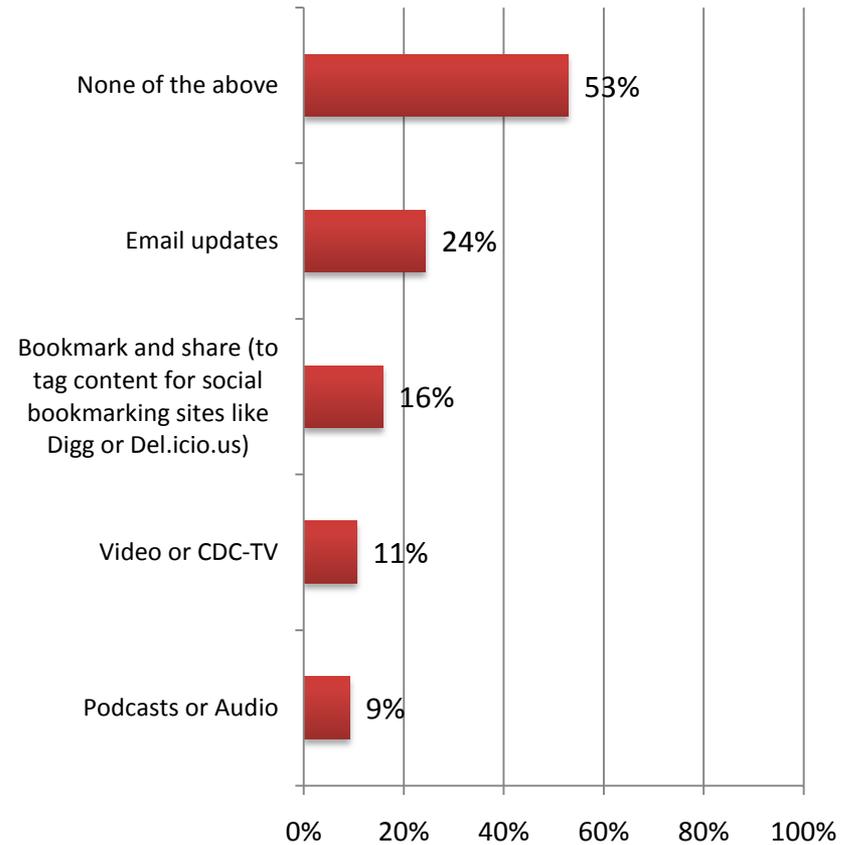
# Healthcare Providers (N = 23,609)



## Social Media Activities Done In the Last 3 Months



## Social Media Activities Performed on CDC.gov



Note: On these questions, users were able to select more than one answer. Only the most popular answer choices are shown for these graphs.

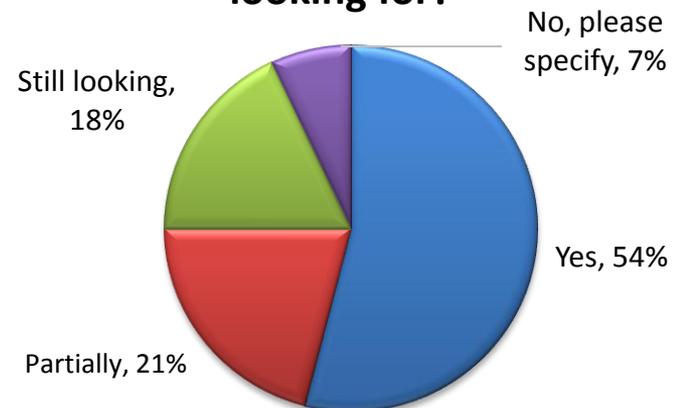


**User Satisfaction: 79 out of 100**

## What type of information were you looking for:

- 59% H1N1 Flu
- 9% Data & Statistics
- 6% Traveler's Health
- 26% *Other*

## Were you able to find what you were looking for?



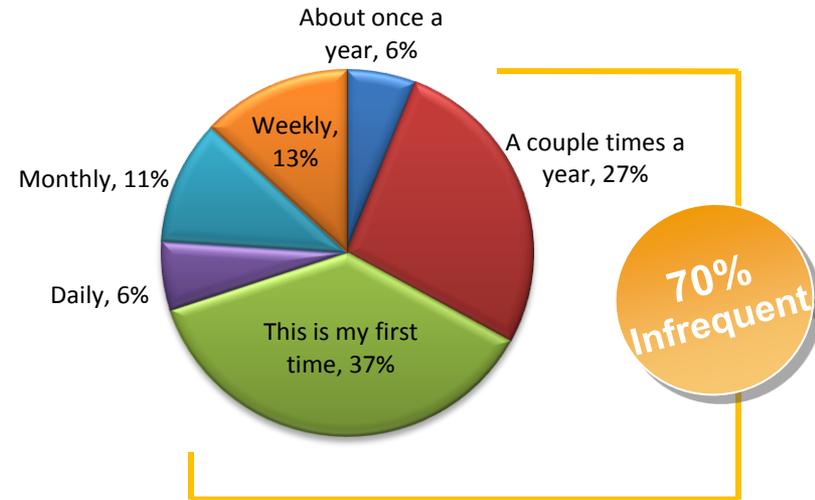
# Consumers (N = 20,039)



## Role

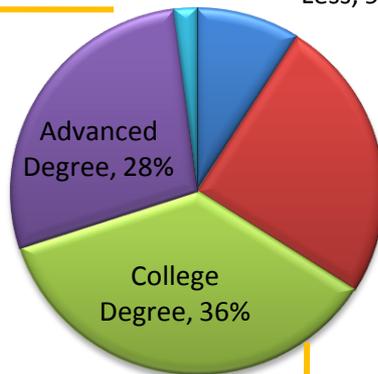
- 84% were individual sinterested in health issues
- 16% were patients, friends or family members of an individual

## Frequency of Visits to CDC.gov

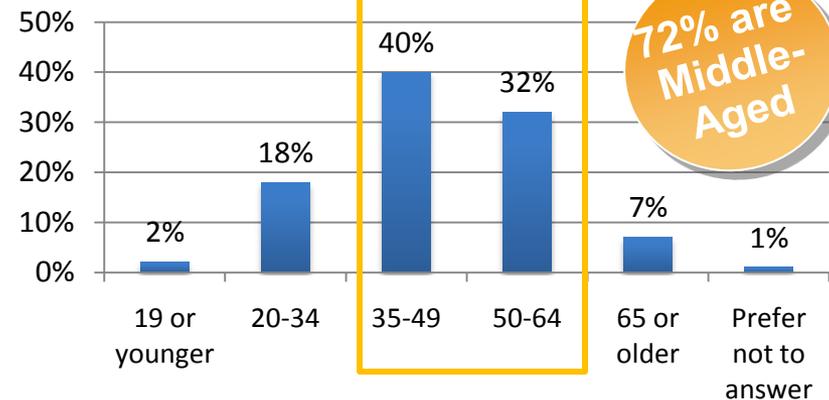


## Education

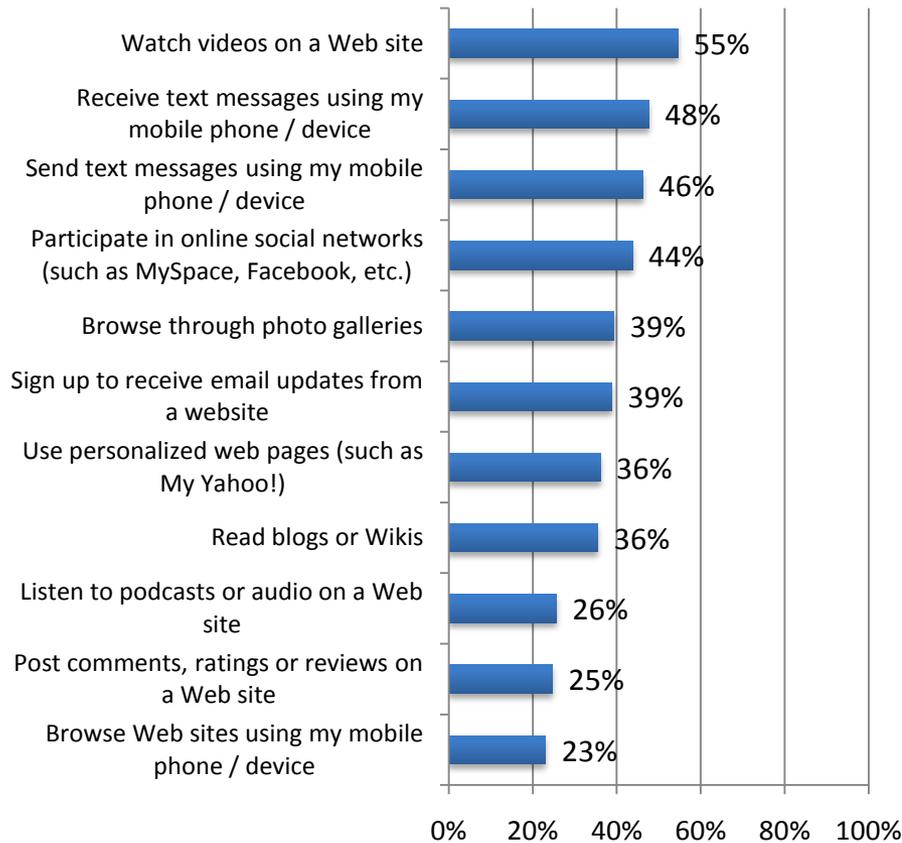
Prefer Not to Answer, 2%      High School or Less, 9%



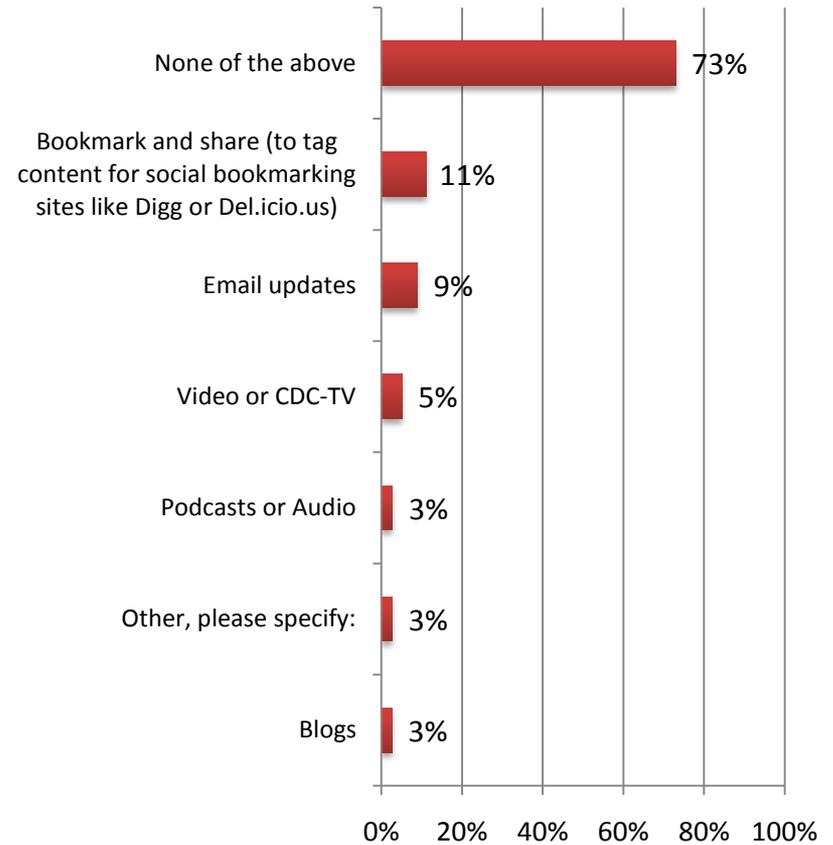
## Age



## Social Media Activities Done In the Last 3 Months

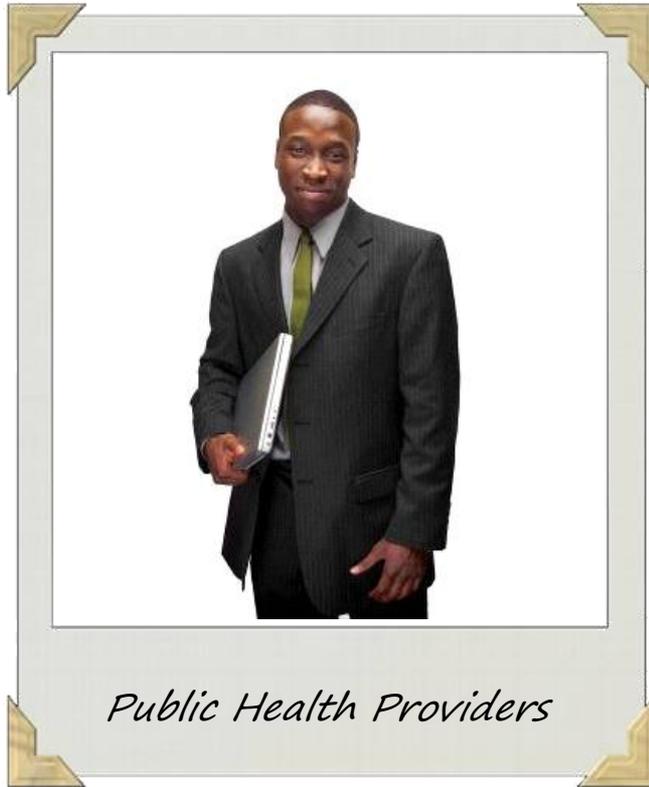


## Social Media Activities Performed on CDC.gov



Note: On these questions, users were able to select more than one answer. Only the most popular answer choices are shown for these graphs.

# Public Health Providers (N = 4,505)

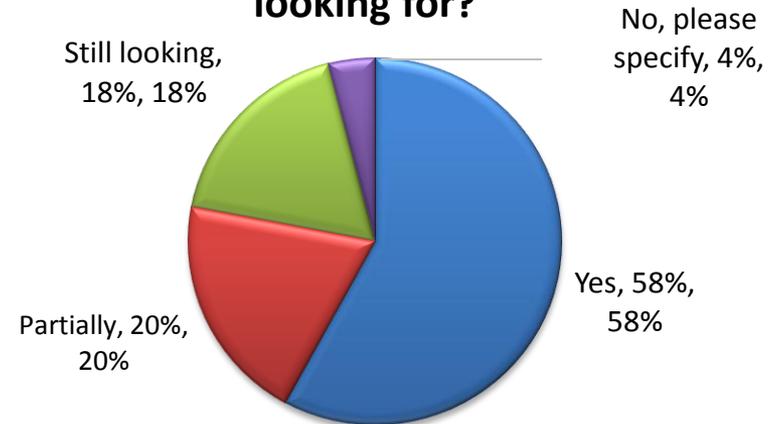


**User Satisfaction: 81 out of 100**

## What type of information were you looking for:

- 44% H1N1 Flu
- 12% Data & Statistics
- 7% Disease Prevention
- 37% *Other*

## Were you able to find what you were looking for?



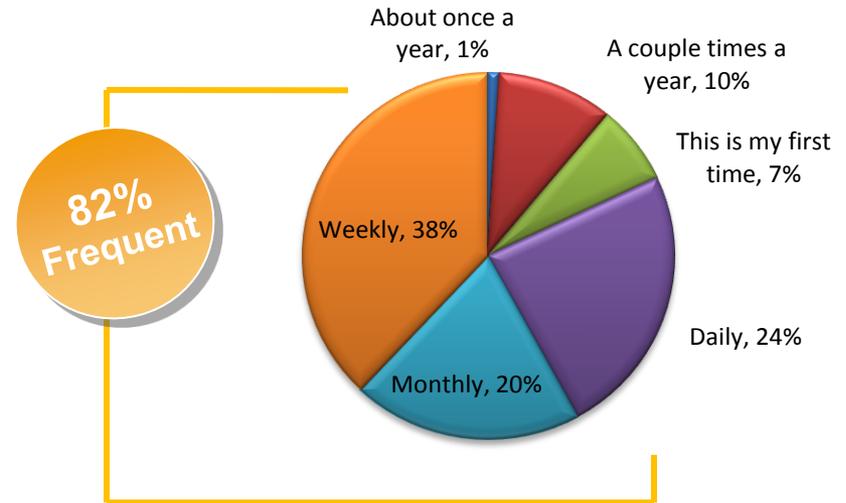
# Public Health Providers (N = 4,505)



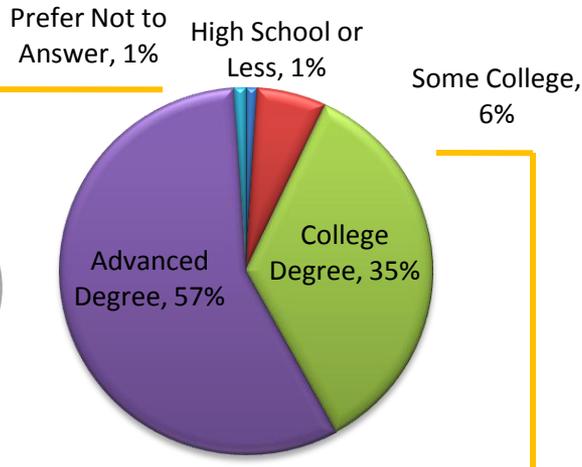
## Role

- 75% were state or local public health professionals
- 25% were not-for-profit public health professionals

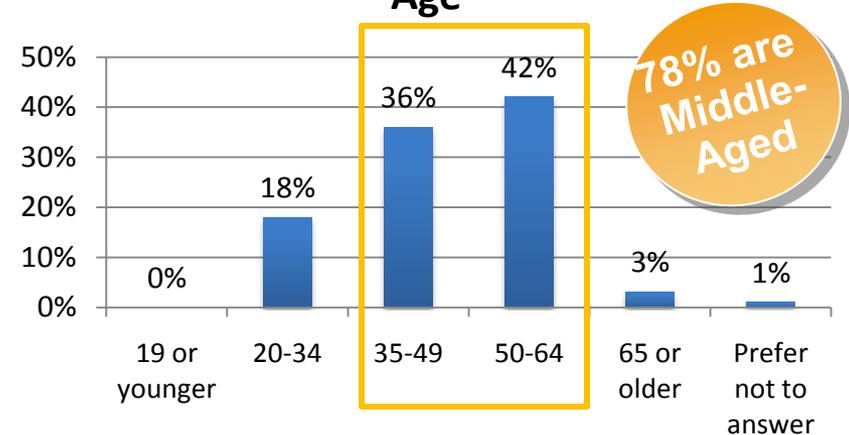
## Frequency of Visits to CDC.gov



## Education



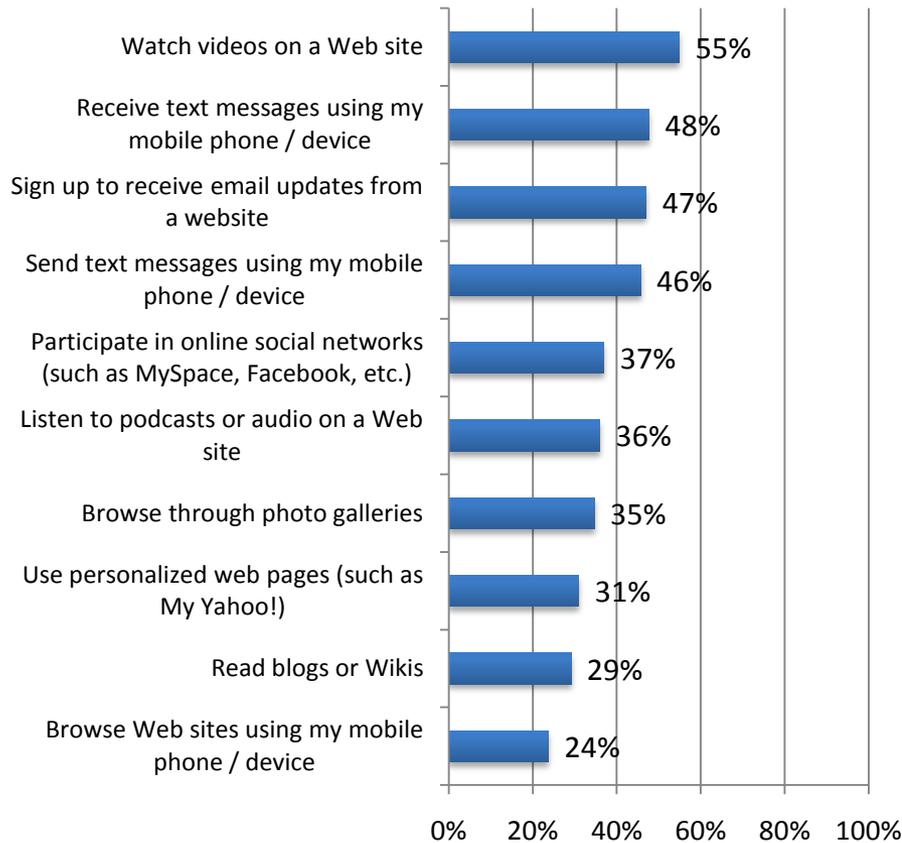
## Age



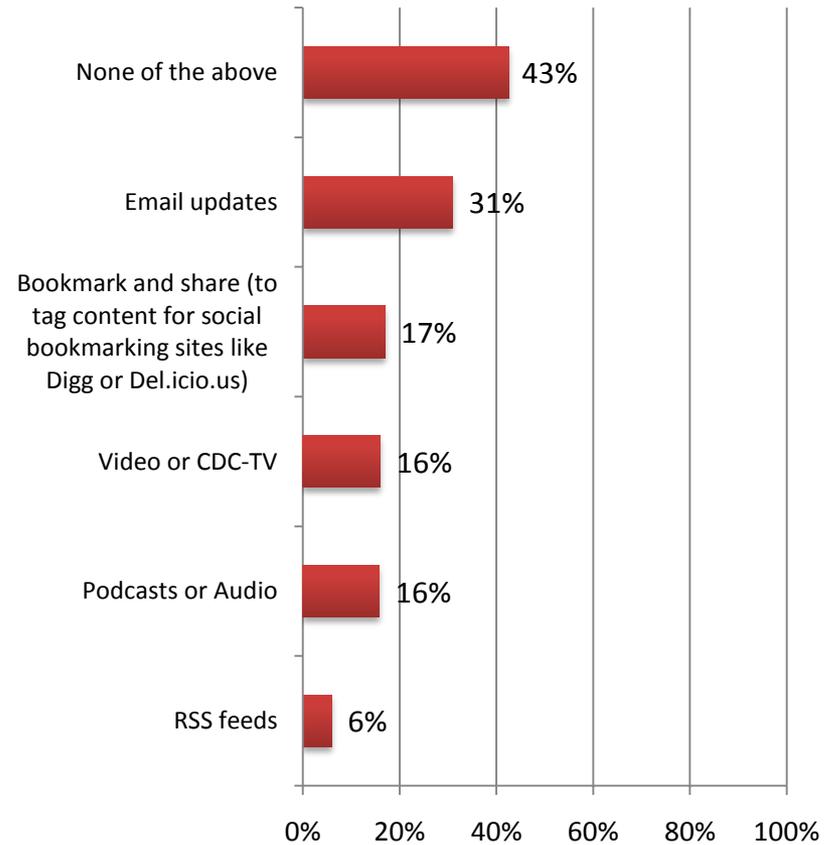
# Public Health Providers (N = 4,505)



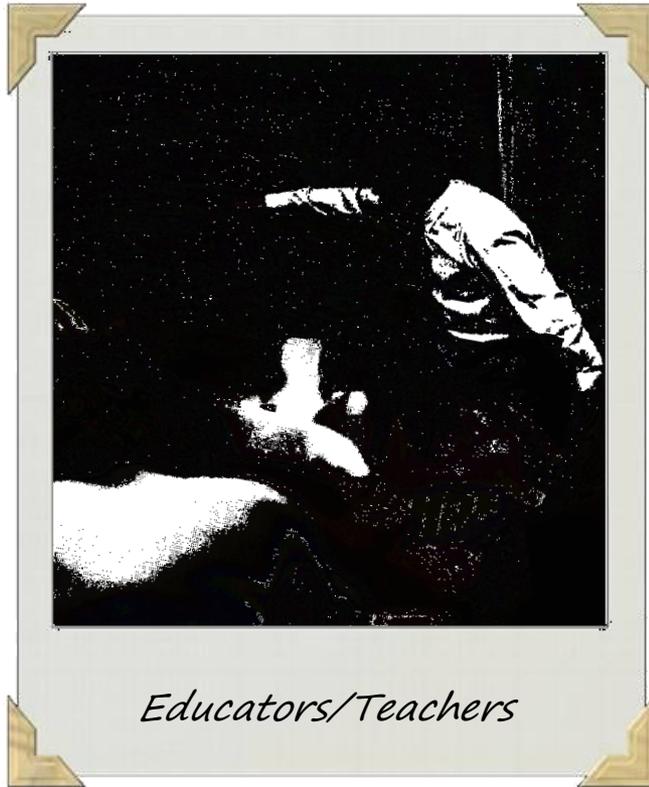
## Social Media Activities Done In the Last 3 Months



## Social Media Activities Performed on CDC.gov



Note: On these questions, users were able to select more than one answer. Only the most popular answer choices are shown for these graphs.

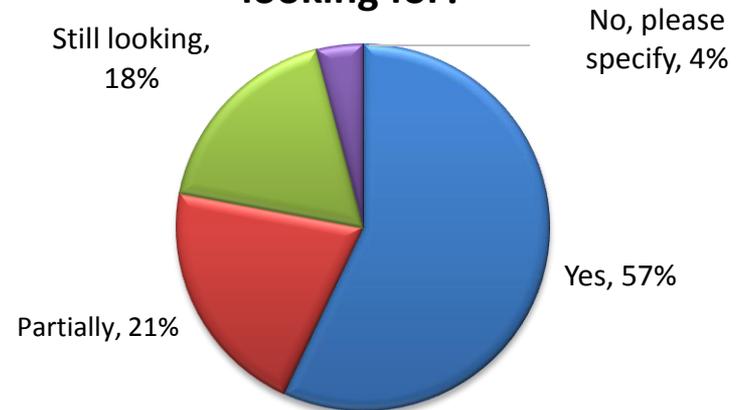


**User Satisfaction: 83 out of 100**

## What type of information were you looking for:

- 47% H1N1 Flu
- 14% Data & Statistics
- 6% Disease Prevention
- 33% *Other*

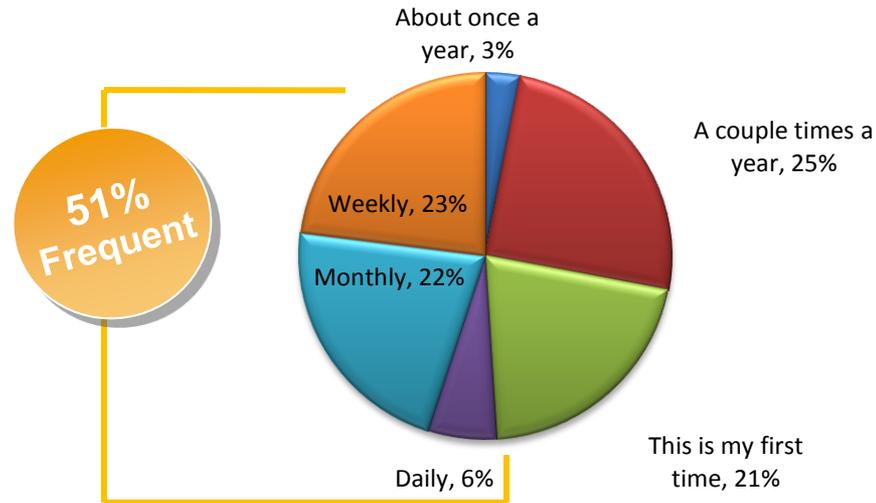
## Were you able to find what you were looking for?



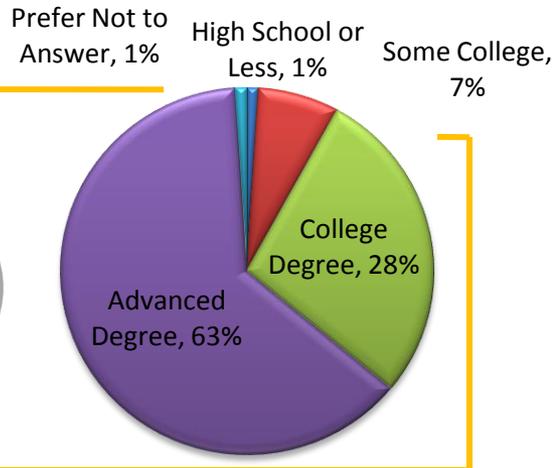
# Educators/Teachers (N = 4,262)



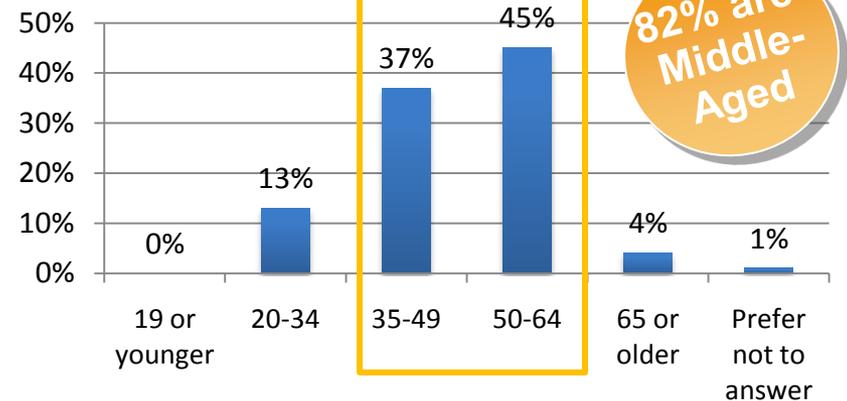
## Frequency of Visits to CDC.gov



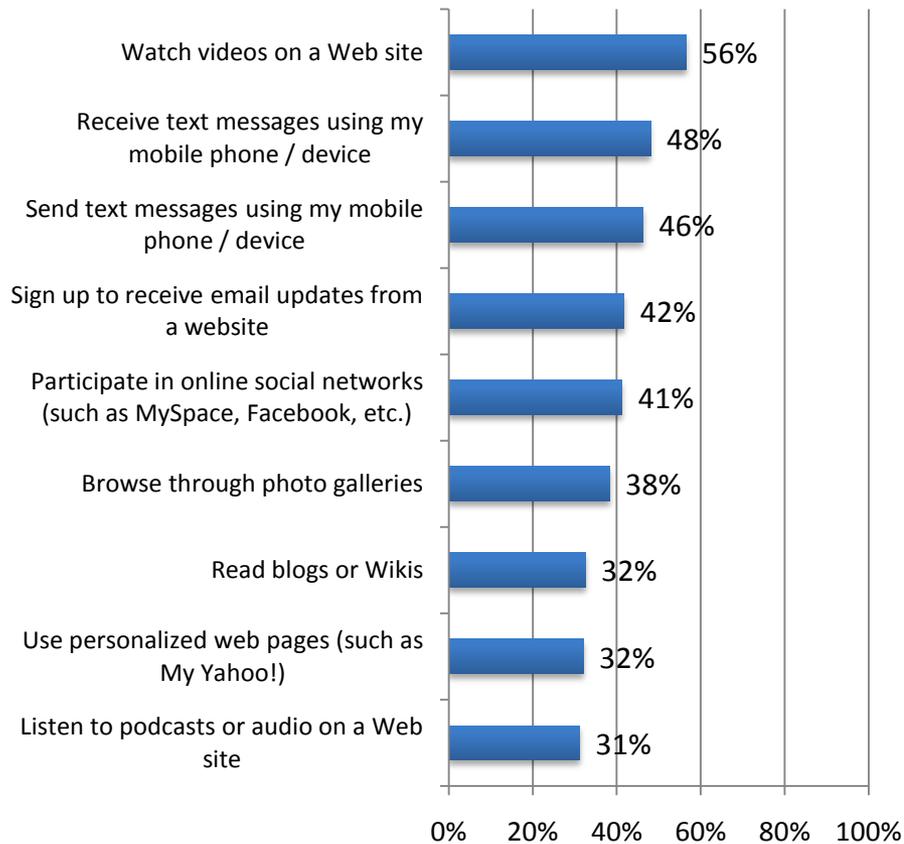
## Education



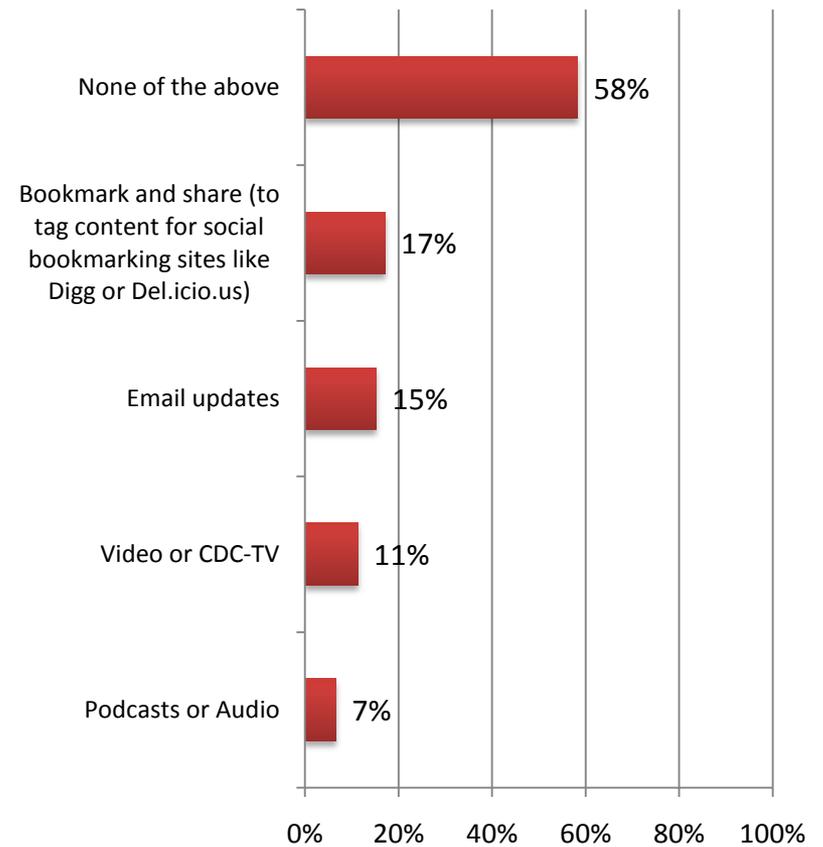
## Age



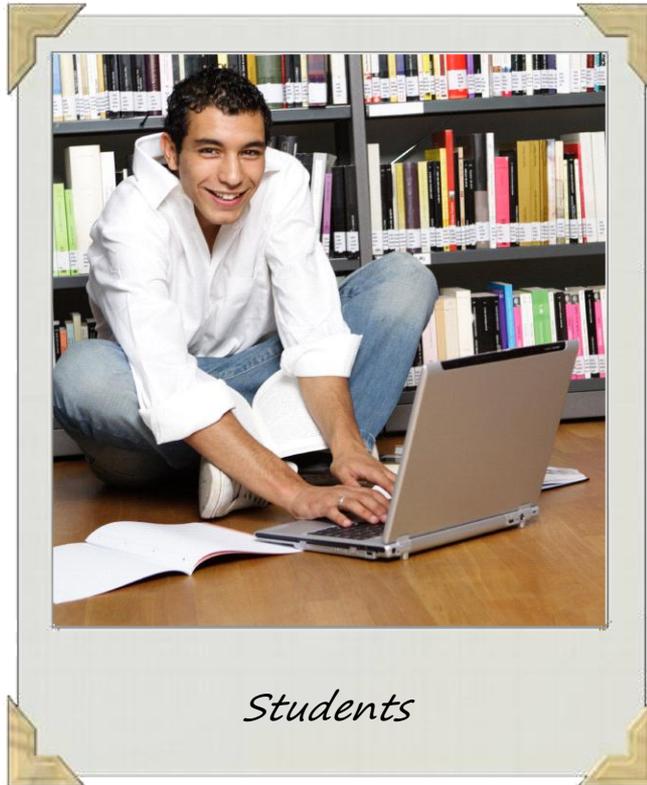
## Social Media Activities Done In the Last 3 Months



## Social Media Activities Performed on CDC.gov



Note: On these questions, users were able to select more than one answer. Only the most popular answer choices are shown for these graphs.



**User Satisfaction: 80 out of 100**

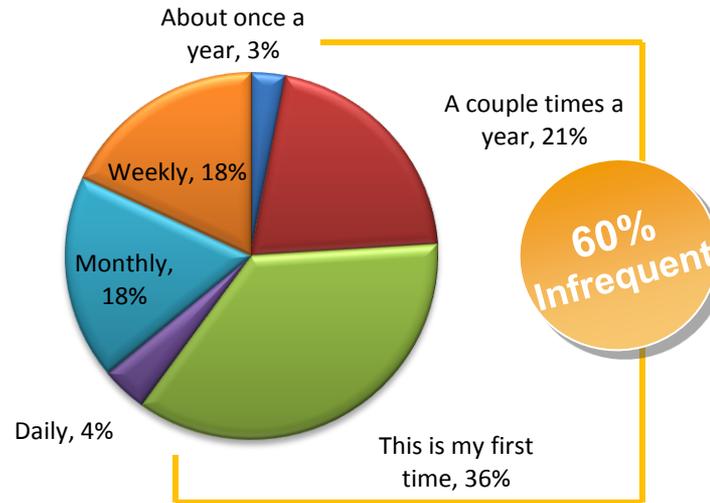
## What type of information were you looking for:

- 29% Data & Statistics
- 25% H1N1 Flu
- 10% Diseases & Conditions
- 36% *Other*

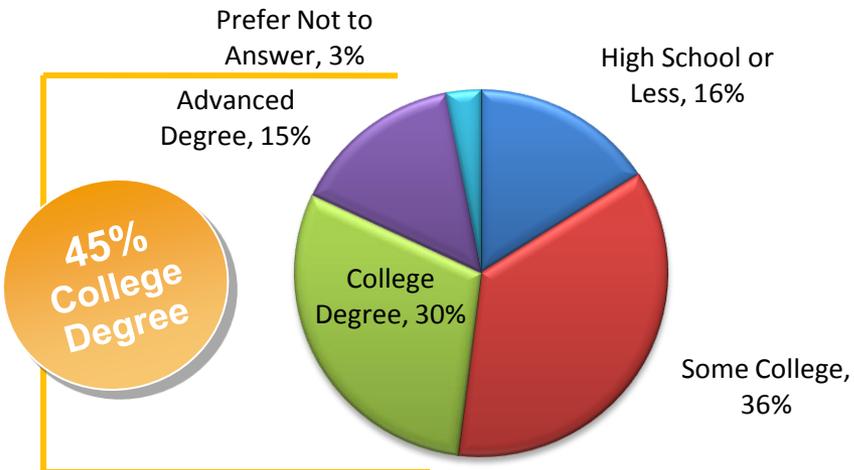
## Were you able to find what you were looking for?



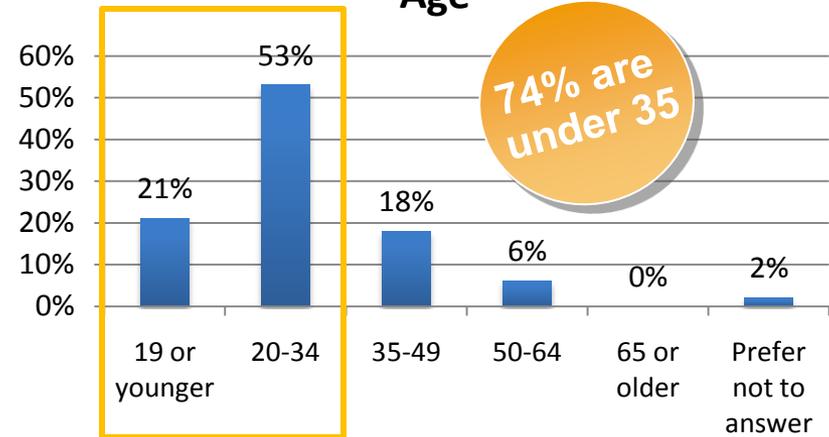
## Frequency of Visits to CDC.gov



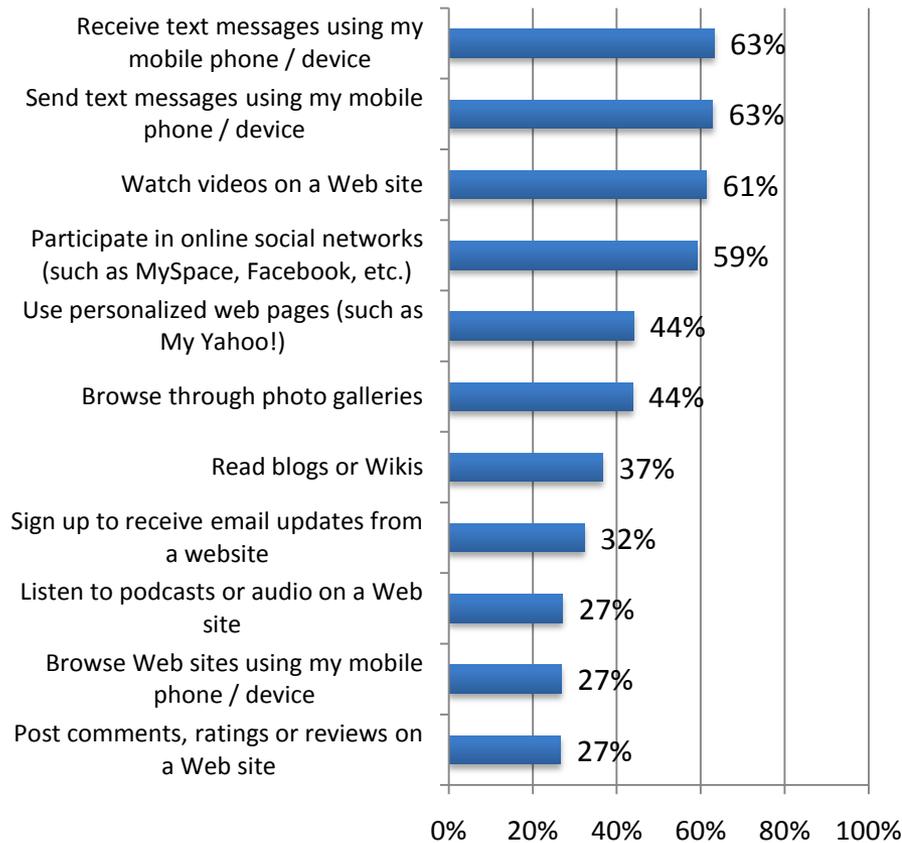
## Education



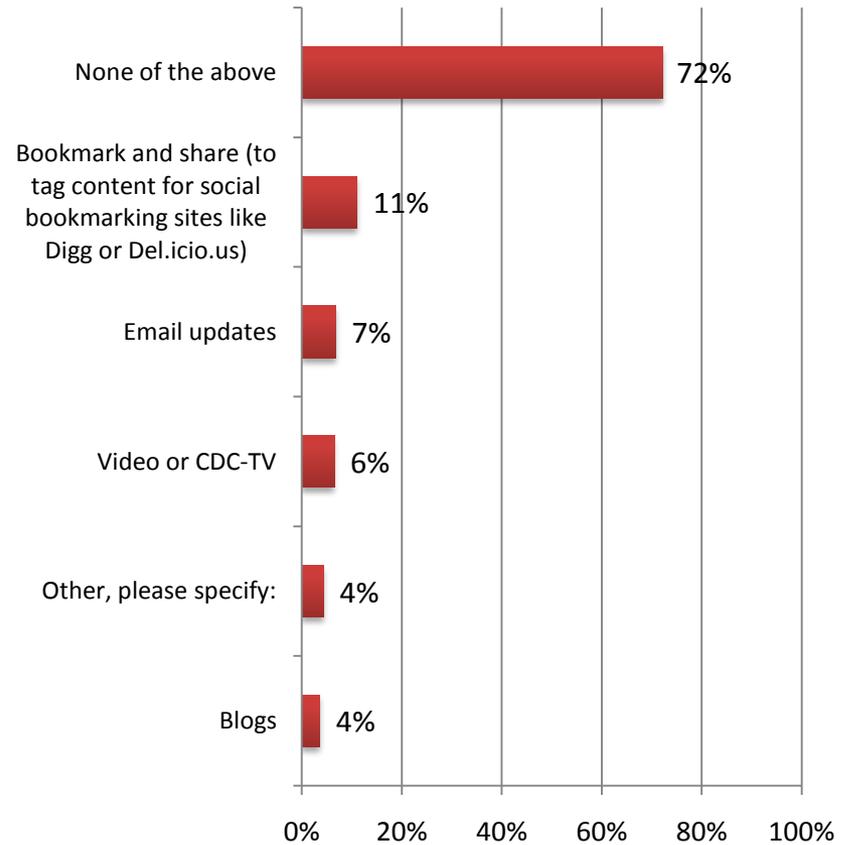
## Age



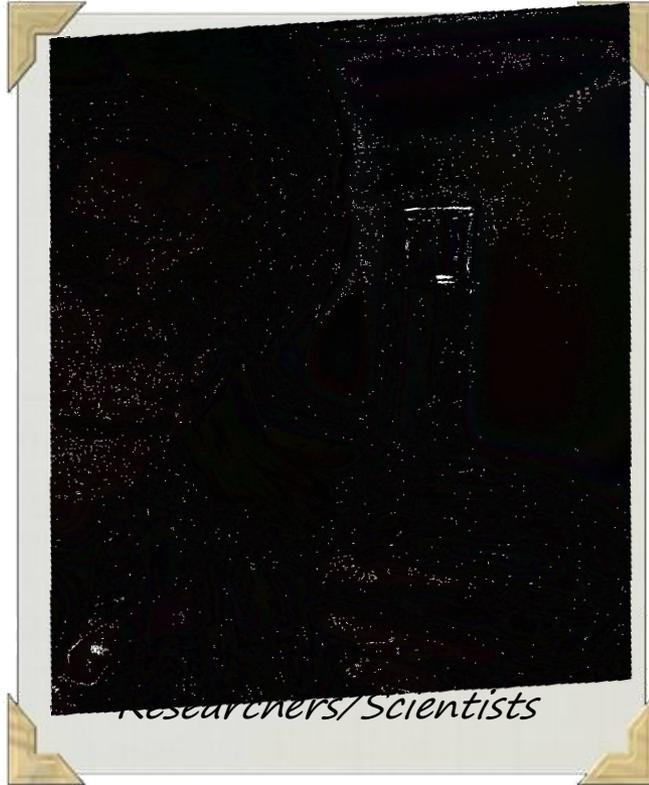
## Social Media Activities Done In the Last 3 Months



## Social Media Activities Performed on CDC.gov



Note: On these questions, users were able to select more than one answer. Only the most popular answer choices are shown for these graphs.

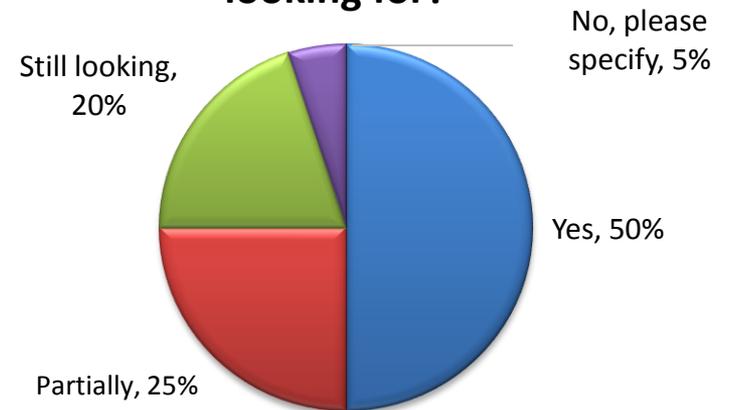


**User Satisfaction: 76 out of 100**

## What type of information were you looking for:

- 33% Data & Statistics
- 30% H1N1 Flu
- 5% Diseases & Conditions
- 32% *Other*

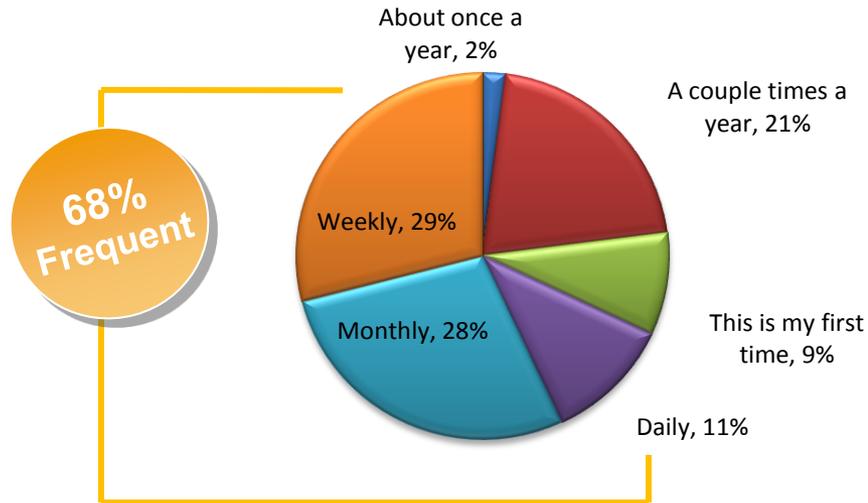
## Were you able to find what you were looking for?



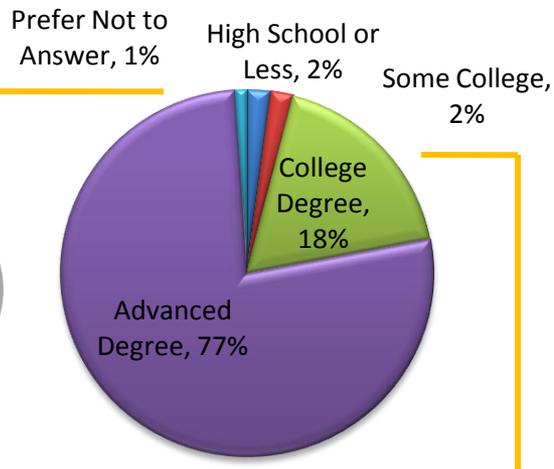
# Researchers/Scientists (N = 2,321)



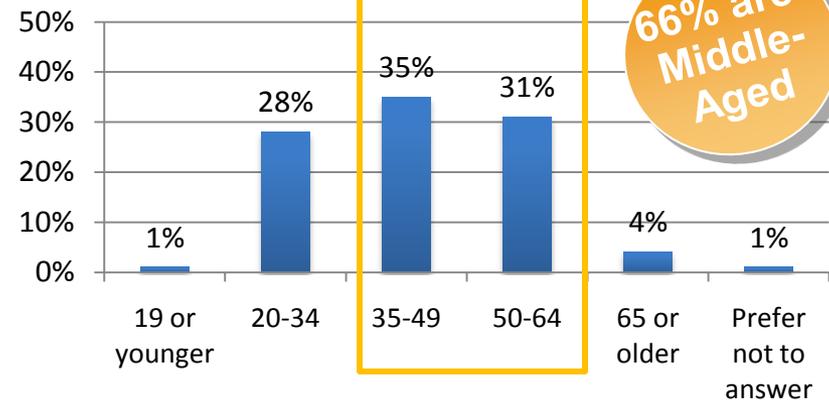
## Frequency of Visits to CDC.gov



## Education



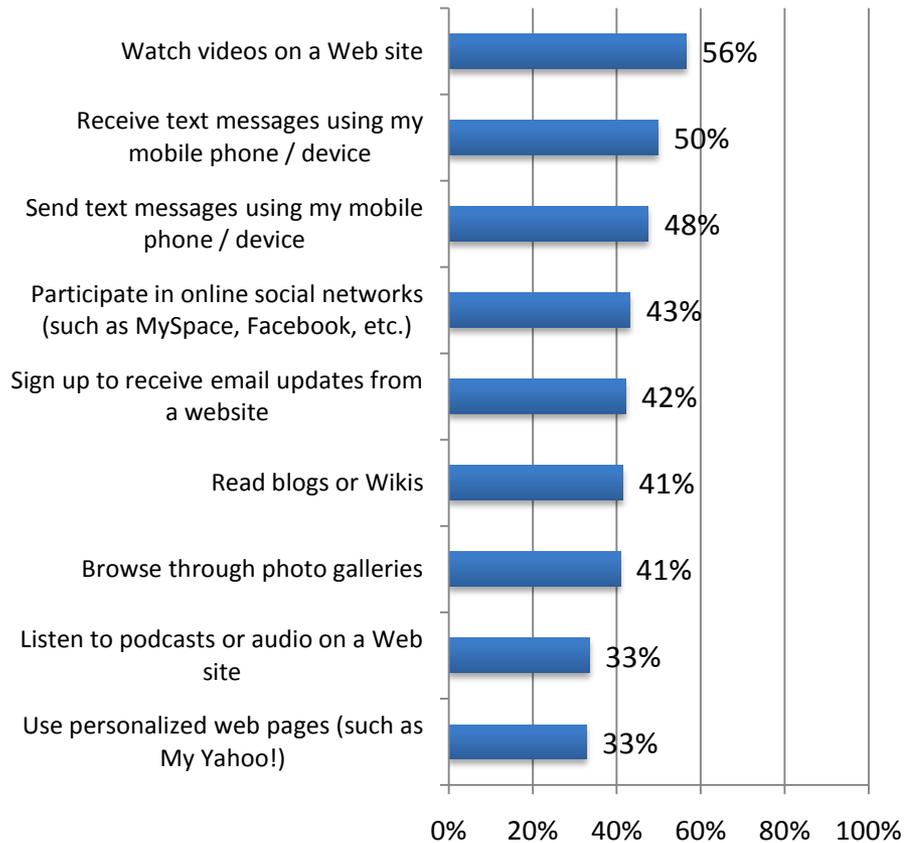
## Age



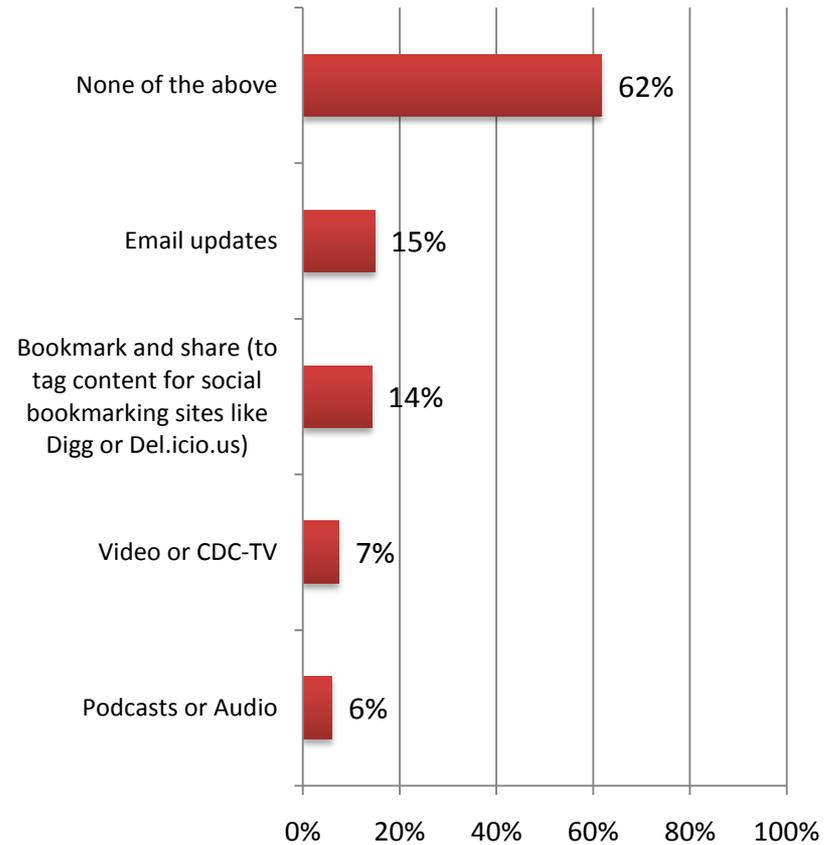
# Researchers/Scientists (N = 2,321)



## Social Media Activities Done In the Last 3 Months



## Social Media Activities Performed on CDC.gov



Note: On these questions, users were able to select more than one answer. Only the most popular answer choices are shown for these graphs.

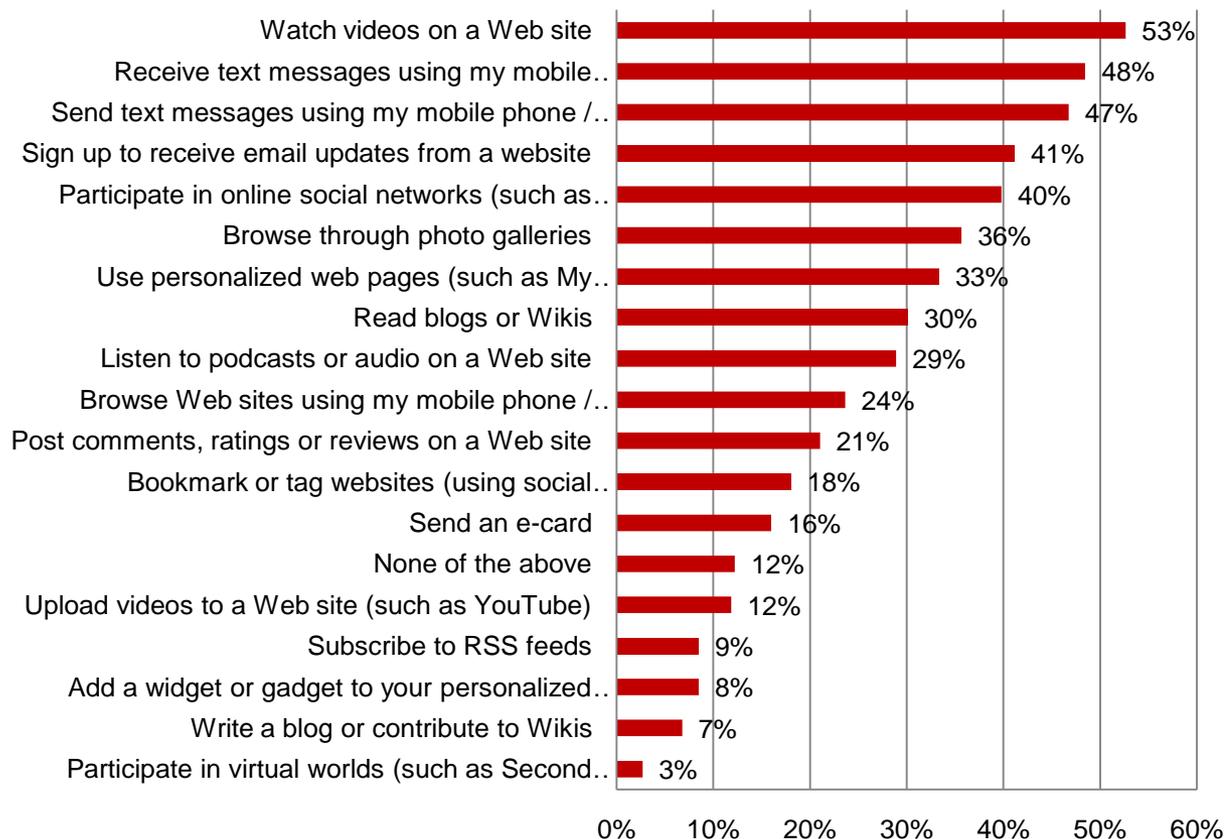
# Social Media Users

March 1, 2009 – November 15, 2009

# CDC Audiences Use Social Media



**In the last three months, have you done any of the following: [Please select all that apply]:  
March 1, 2009 – November 15, 2009  
N= 65,749**



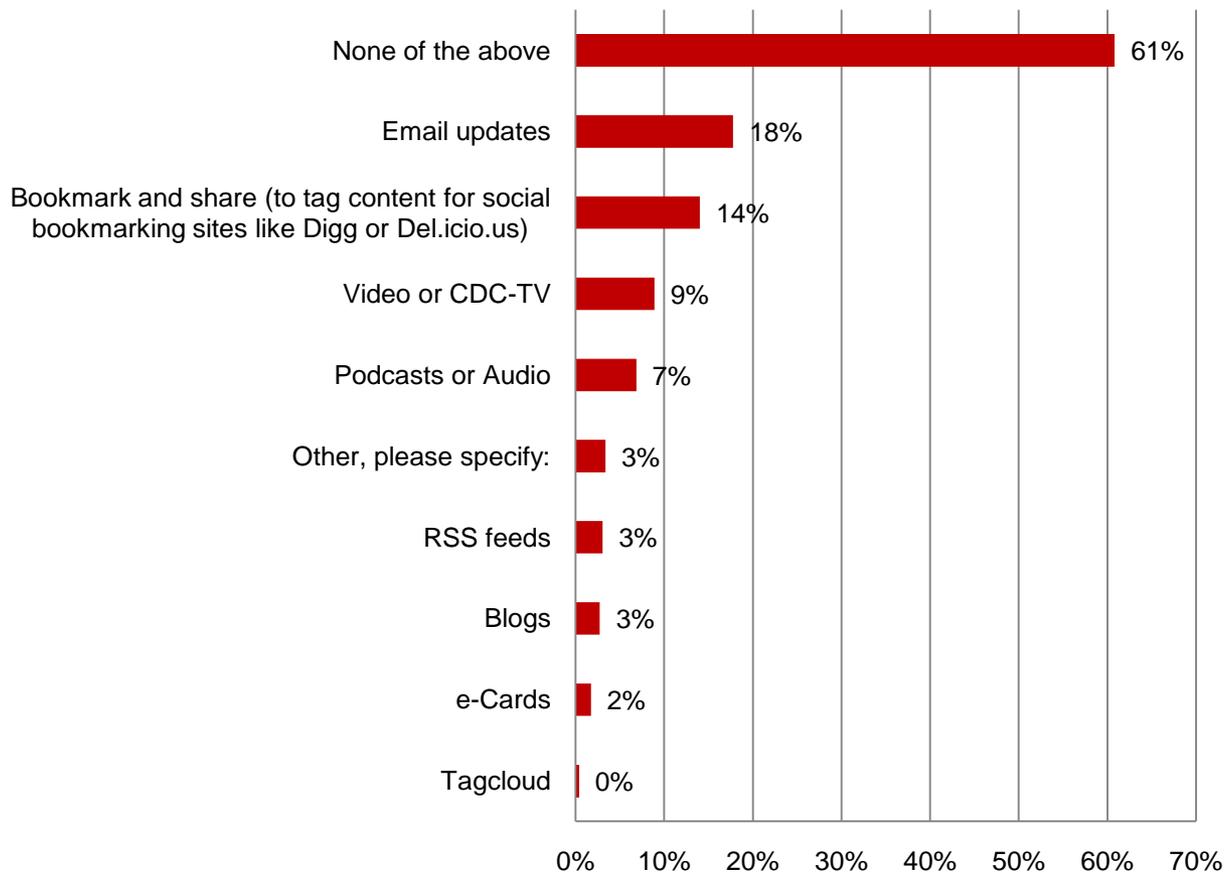
**In general, users to CDC.gov are very familiar with social media.**

Source: American Satisfaction Index (March 1 2009 – November 15, 2009)

# CDC Audiences Use Social Media



**Which of the following items do you use on the CDC.gov website? [Please select all that apply]:  
March 1, 2009 – November 15, 2009  
N= 65,586**



**In general, users to CDC.gov are very familiar with social media.**

Source: American Satisfaction Index  
(March 1, 2009 – November 15, 2009)

# CDC Audiences Use Social Media



Visitors who use social media on CDC.gov:

- Have **higher satisfaction ratings** (a full 5-points higher)
- Are **more likely to return and recommend the site** to others
- Rate CDC as **more trustworthy**

**Satisfaction of those who  
use social media  
on CDC's Web site**

March 1, 2009 – November 15, 2009

**84**

N=24,231

**Satisfaction of those who  
DO NOT use social media  
on CDC's Web site**

March 1, 2009 – November 15, 2009

**79**

N=41,899

# CDC Audiences Use Social Media



Visitors who use social media on CDC.gov:

- Are **more likely to make changes to their health behaviors** based on their experience with CDC.gov (a full 8-percentage points higher)

**Likelihood to change  
behavior of those who  
use social media  
on CDC's Web site**

Sept. 1, 2009 – Nov. 15, 2009

**73%**

N=9,868

73% state that they are likely or very likely to make a change to their health behaviors based on their experience on CDC.gov

**Likelihood to change  
behavior of those who  
DO NOT use social media  
on CDC's Web site**

Sept. 1, 2009 – Nov. 15, 2009

**65%**

N=19,952

65% state that they are likely or very likely to make a change to their health behaviors based on their experience on CDC.gov

# Visitors who use social media on CDC.gov (N= 24,231 or 37% of users)

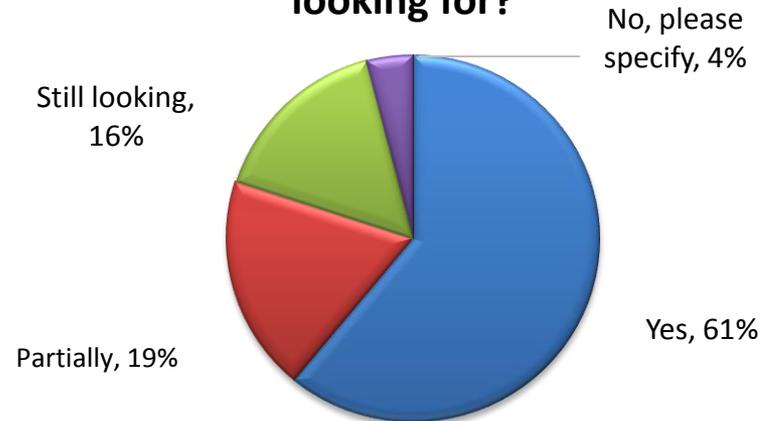


**Customer Satisfaction of CDC.gov  
Social Media Users: 84**

## What type of information were you looking for:

- 50% H1N1 Flu
- 10% Data & Statistics
- 7% Disease Prevention
- 33% *Other*

## Were you able to find what you were looking for?



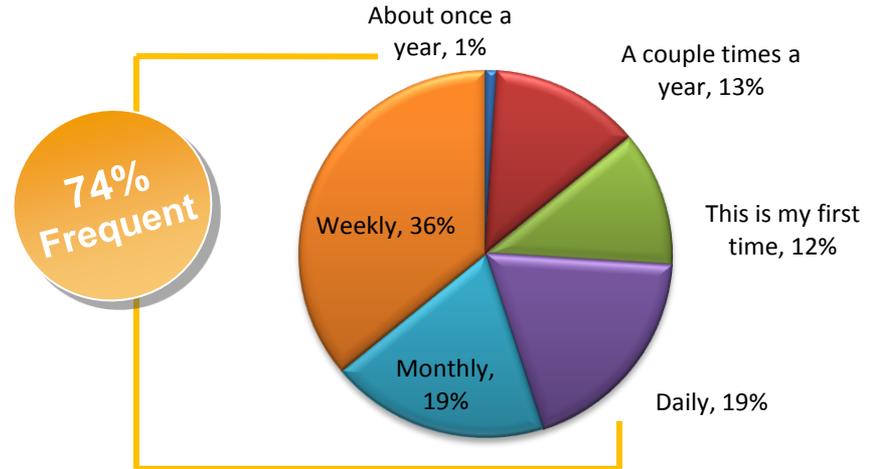
# Visitors who use social media on CDC.gov (N= 24,231 or 37% of users)



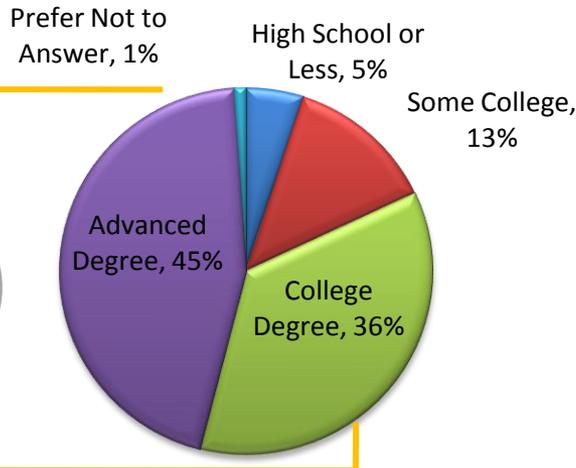
## Role

- 24% were nurses, physician's assistants or nurse practitioners
- 17% were individuals interested in health issues
- 13% were physicians
- 8% were state or local public health professionals
- 7% were educators or teachers
- 31% were other types of users

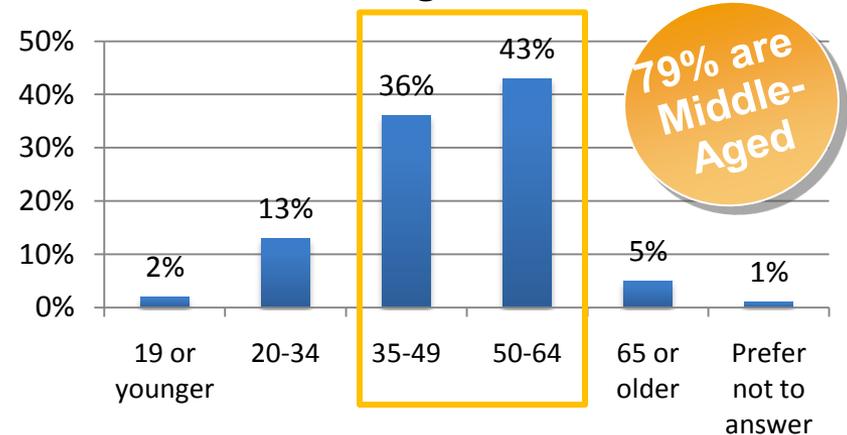
## Frequency of Visits to CDC.gov



## Education



## Age

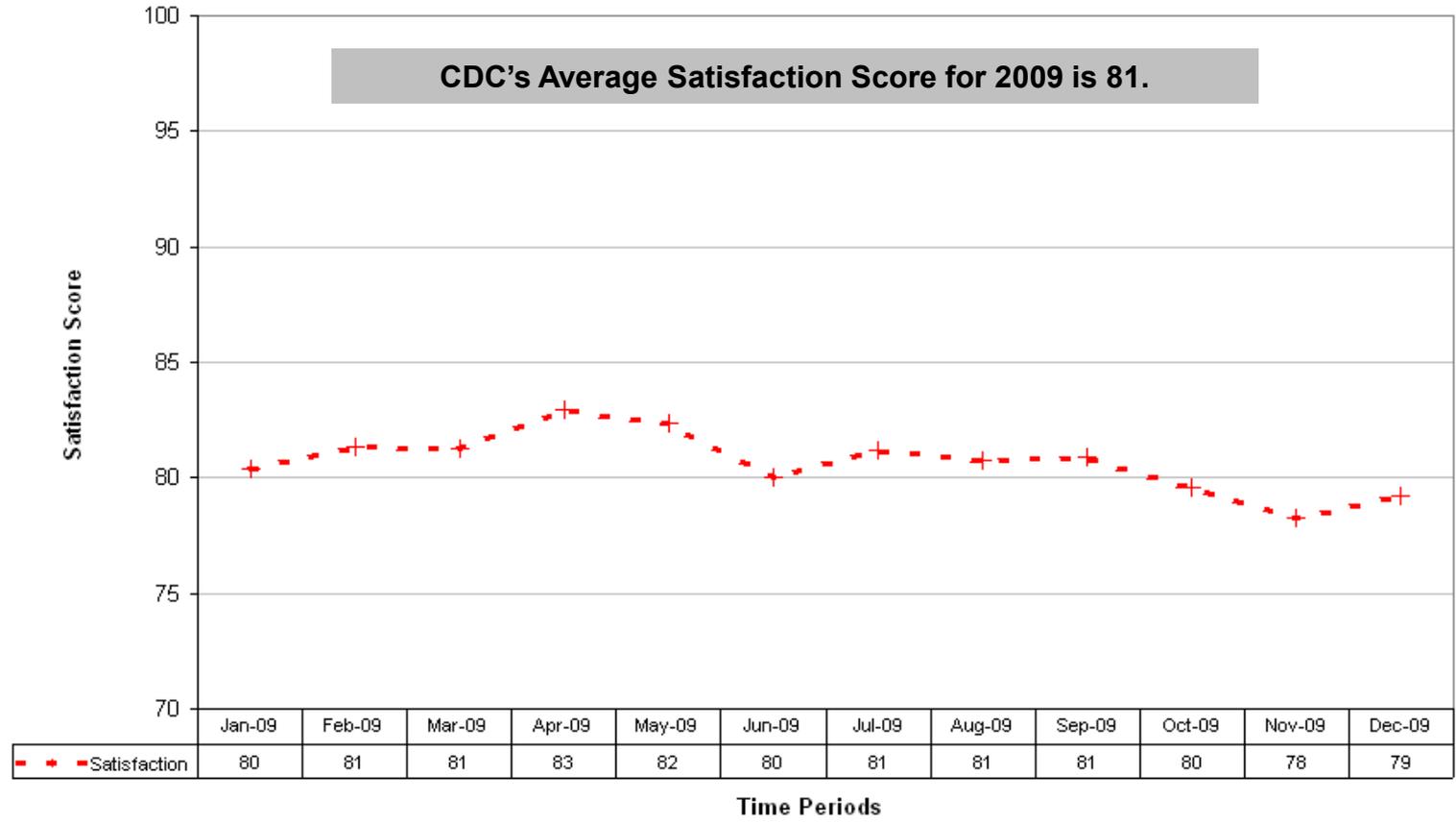


# Segment Results

## 2009 Total and Trendlines



### CDC International Satisfaction Trendlines 2009

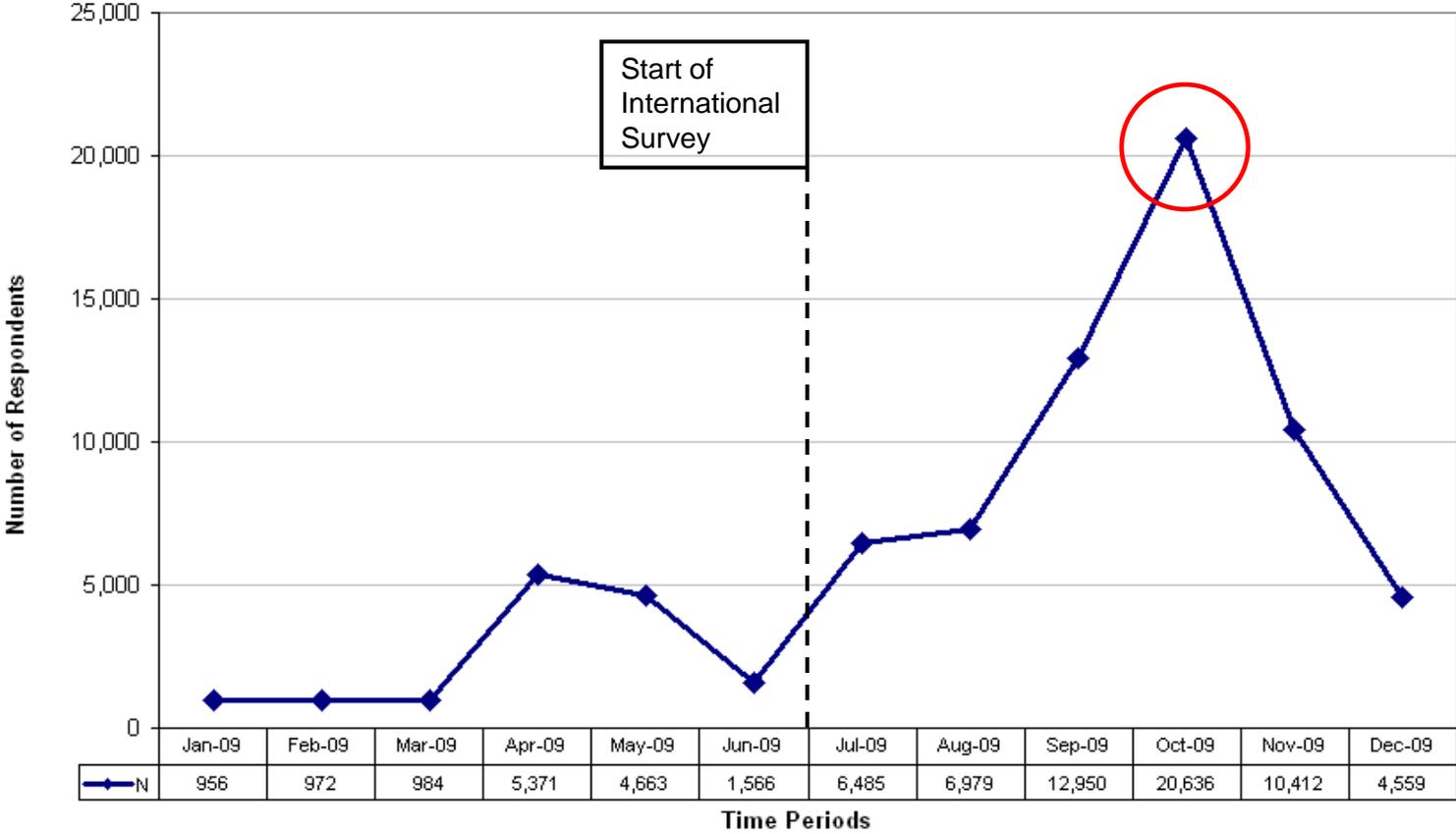


# Segment Results

## 2009 Total and Trendlines



CDC International  
Number of Survey Respondents  
2009

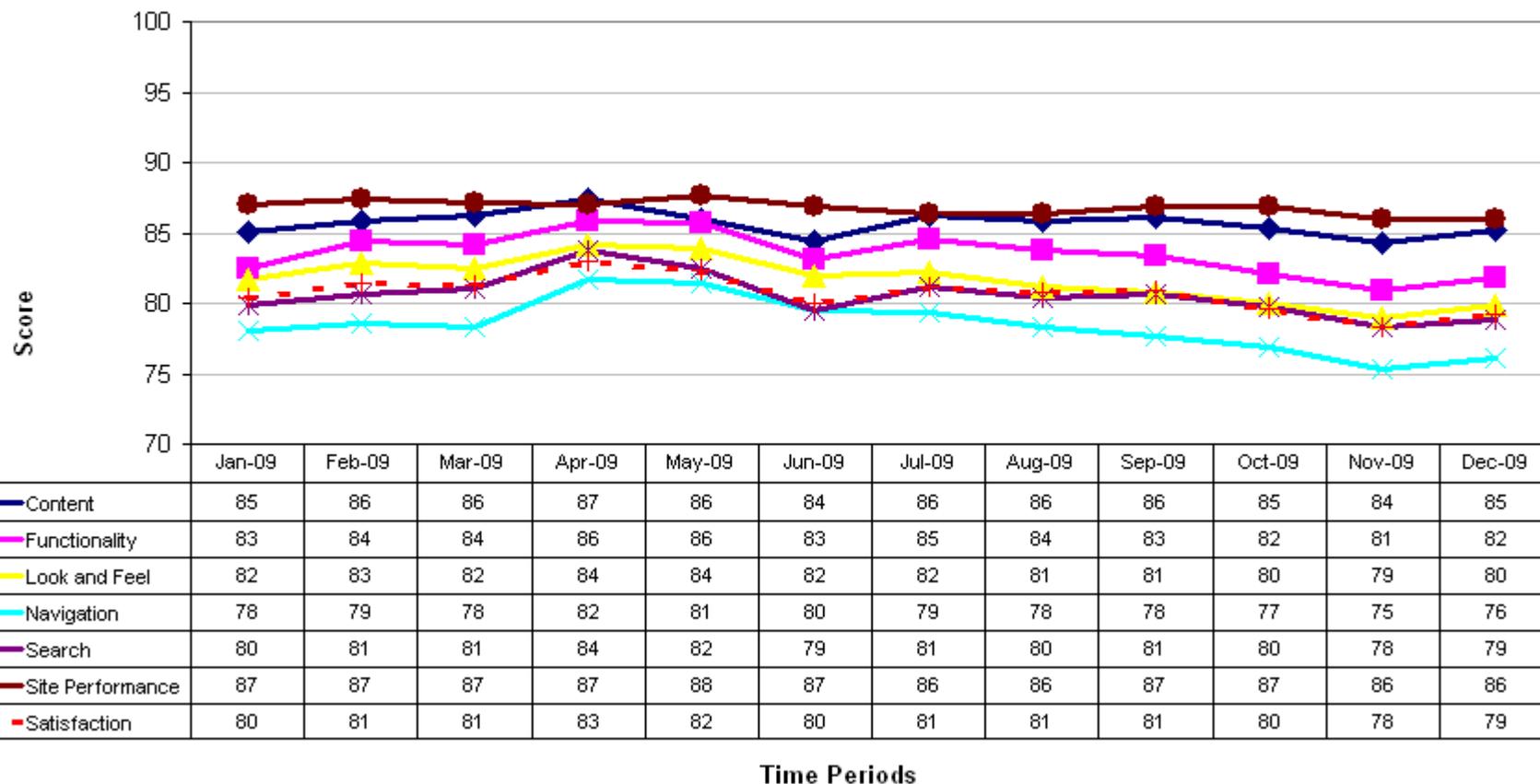


# Segment Results

## 2009 Total and Trendlines



**CDC International  
Elements with Satisfaction Trendlines  
2009**

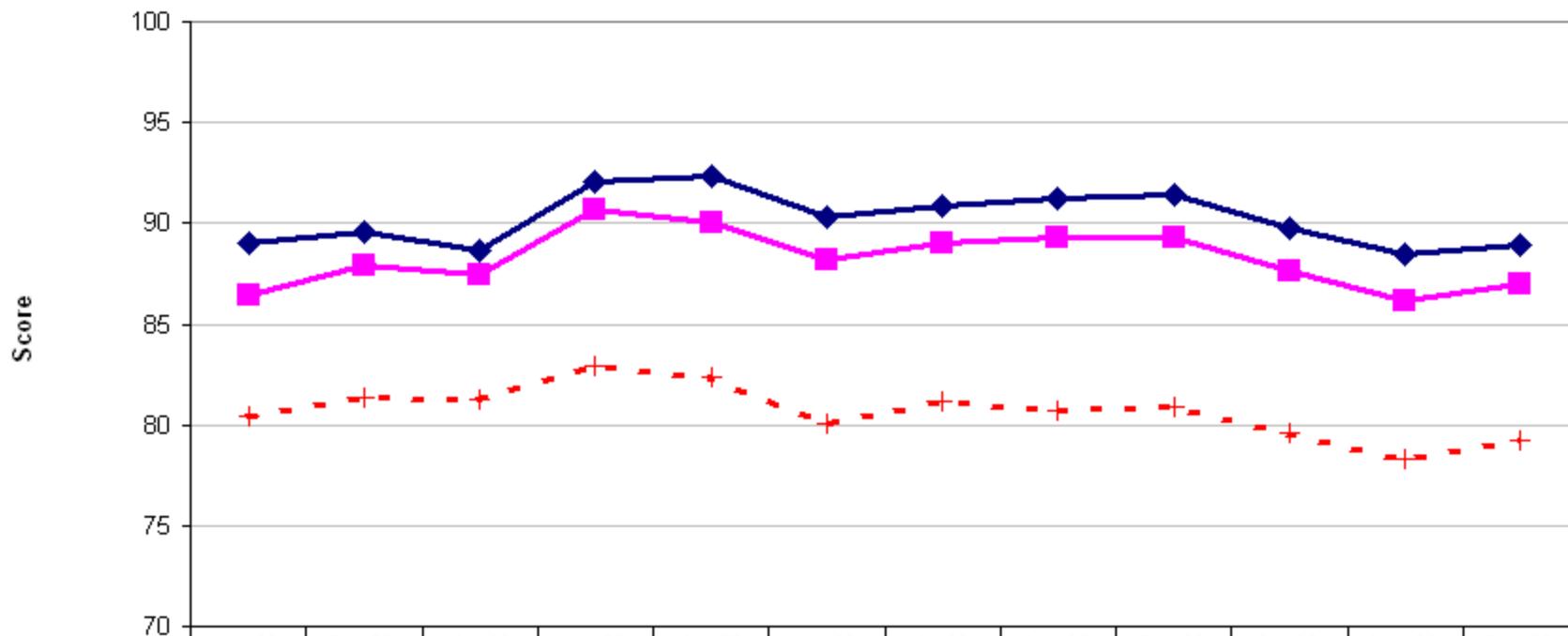


# Segment Results

## 2009 Total and Trendlines



**CDC International  
Future Behaviors with Satisfaction Trendlines  
2009**



	Jan-09	Feb-09	Mar-09	Apr-09	May-09	Jun-09	Jul-09	Aug-09	Sep-09	Oct-09	Nov-09	Dec-09
Likelihood to Return	89	90	89	92	92	90	91	91	91	90	88	89
Recommend	86	88	87	91	90	88	89	89	89	88	86	87
Satisfaction	80	81	81	83	82	80	81	81	81	80	78	79

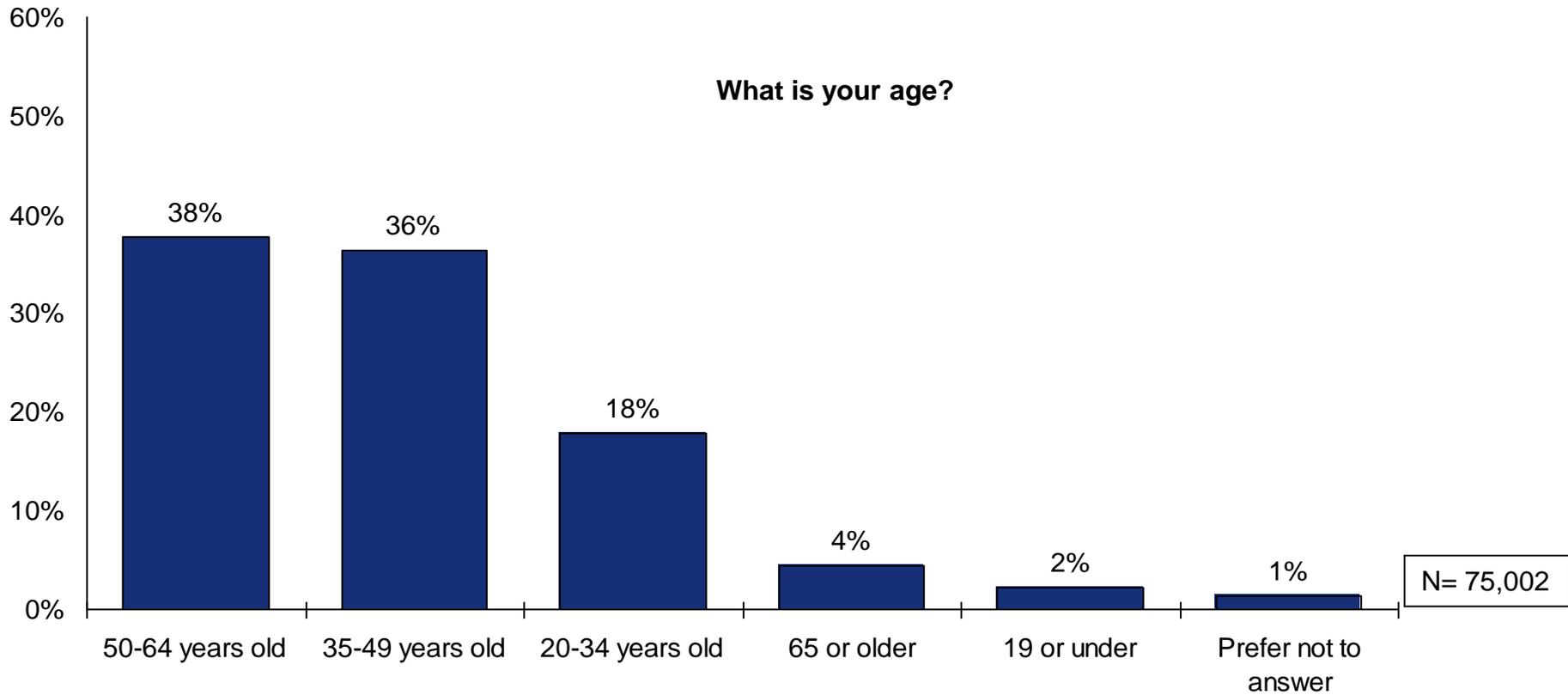
**Time Periods**

# Segment Results

## 2009 Total and Trendlines



- Visitors are primarily between the ages of 35 and 64 years of age.

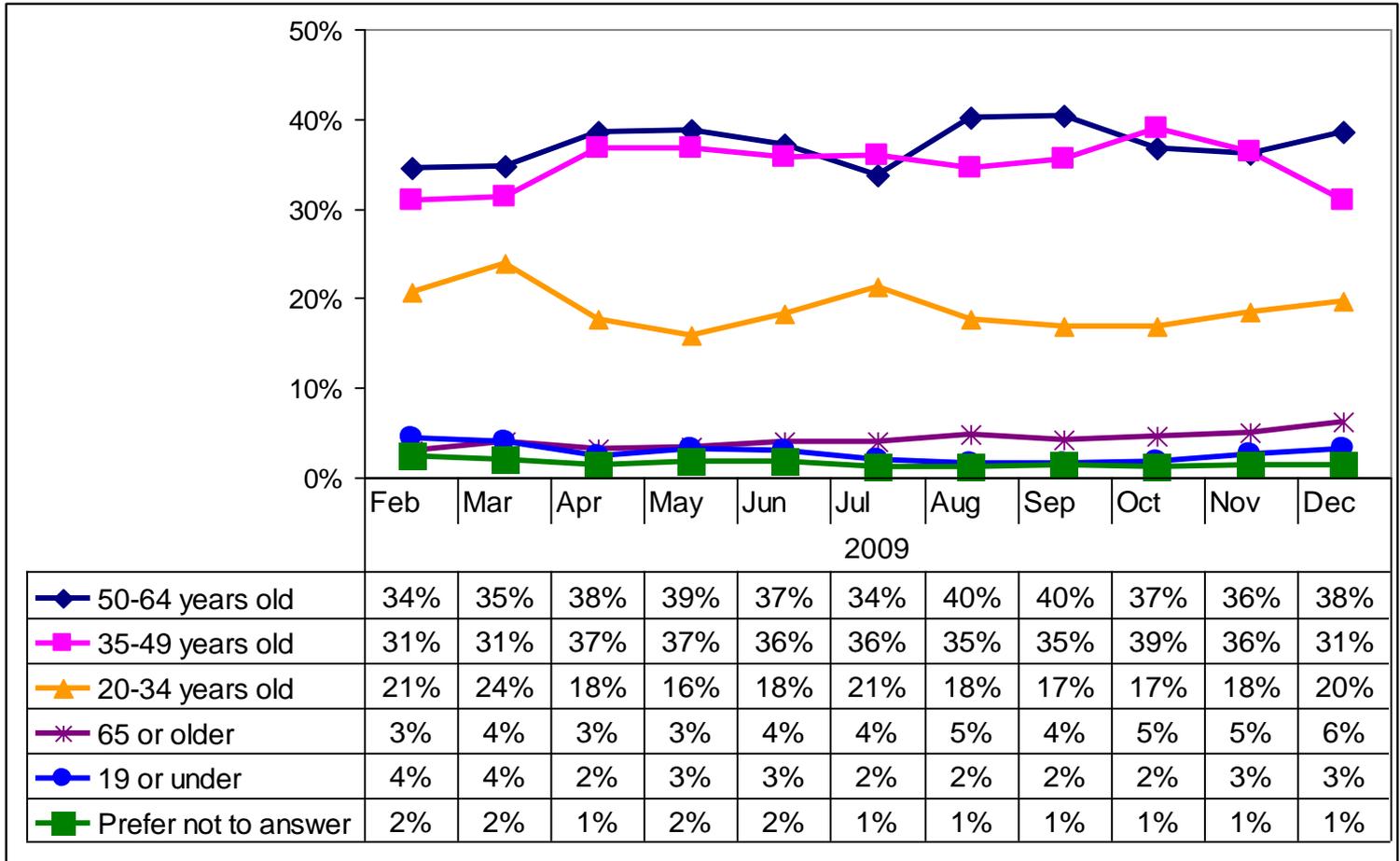


# Segment Results

## 2009 Total and Trendlines



What is your age?

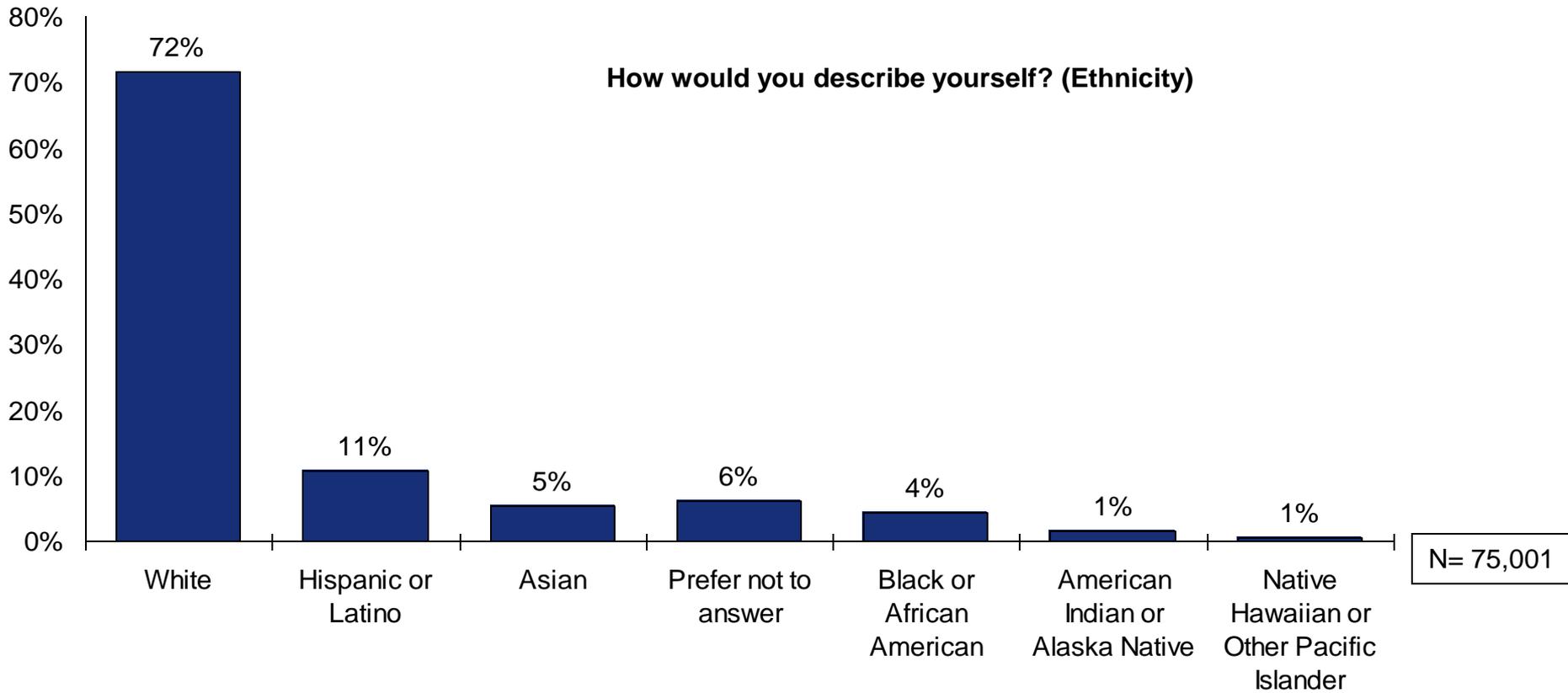


# Segment Results

## 2009 Total and Trendlines



- Three-quarters of visitors are White while Hispanic or Latino visitors account for 11% of all visitors to the site.

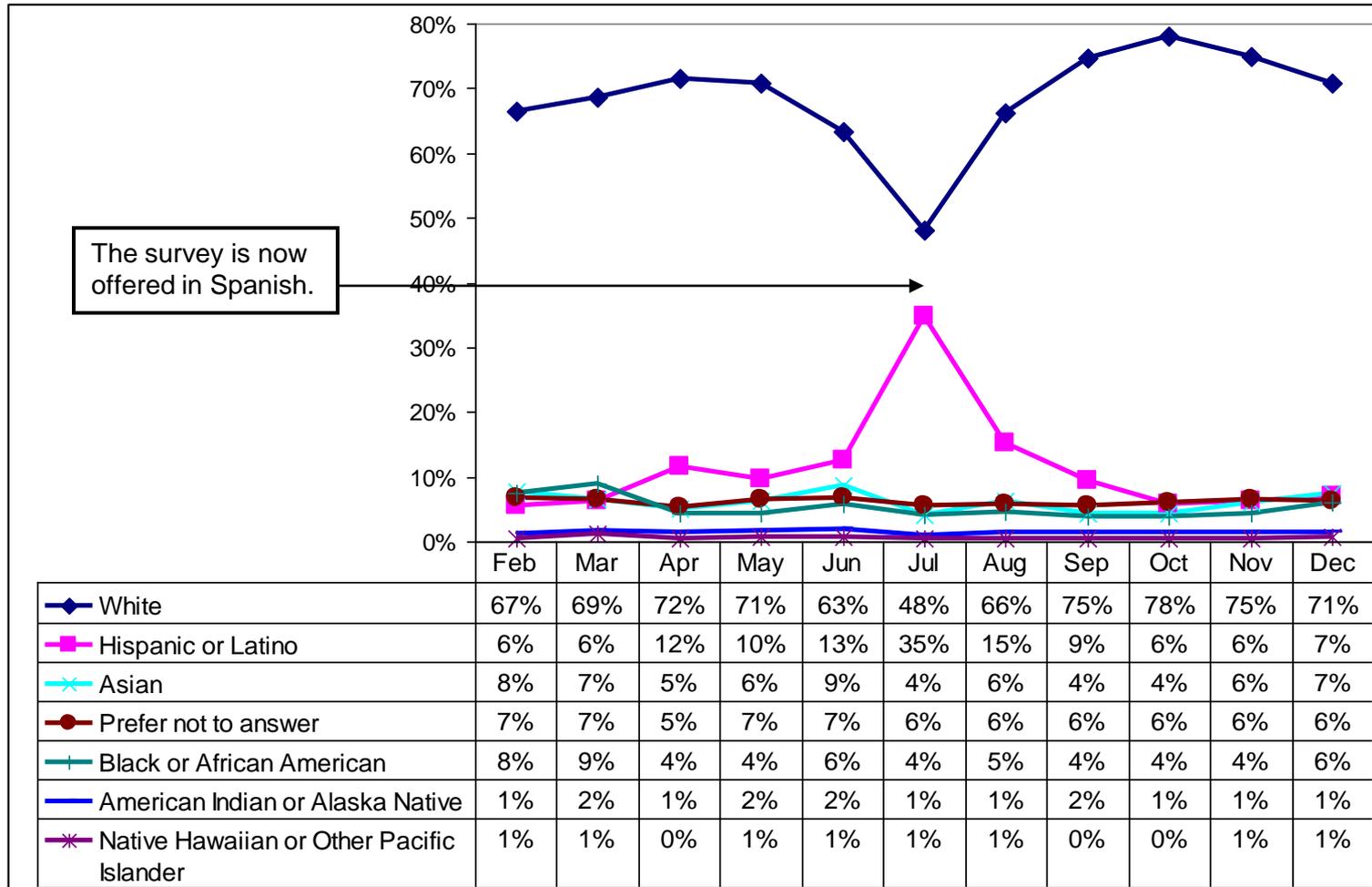


# Segment Results

## 2009 Total and Trendlines



How would you describe yourself? (Ethnicity)

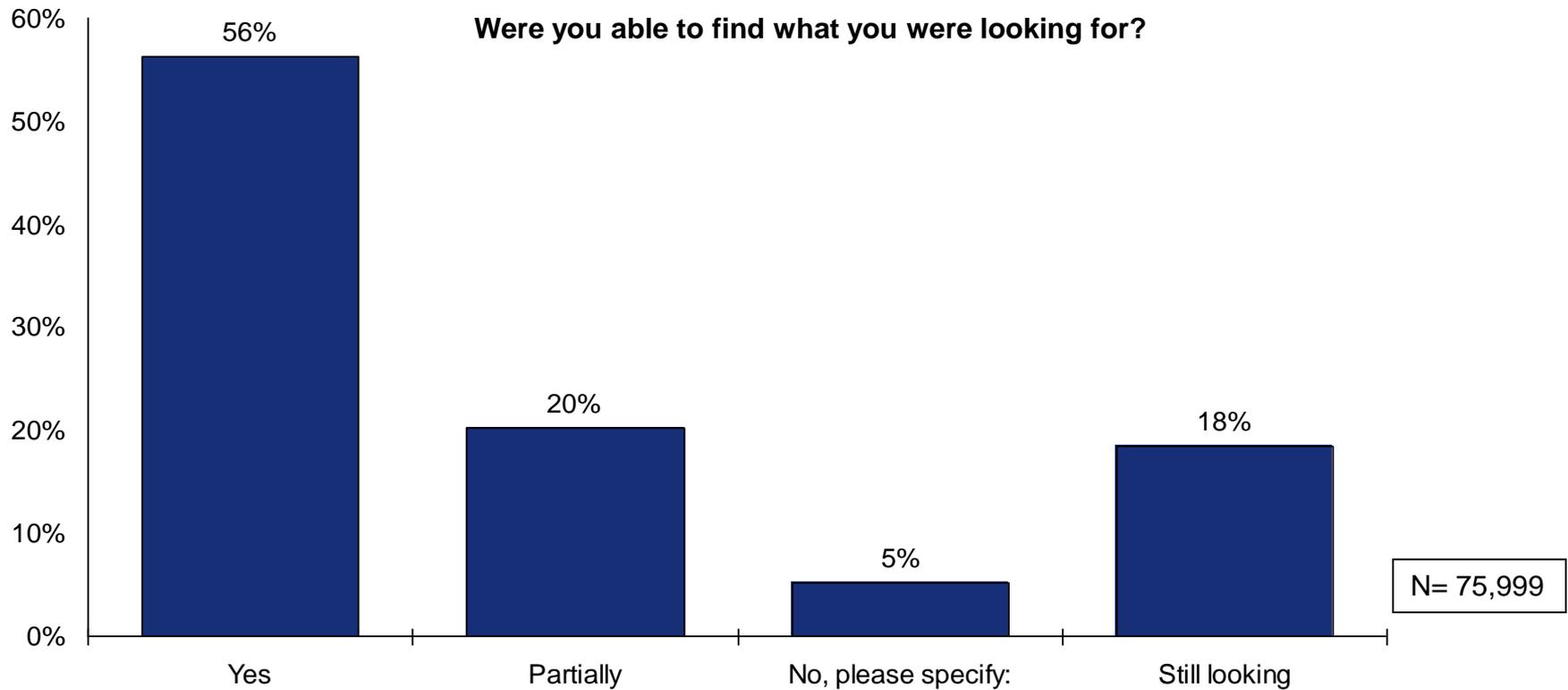


# Segment Results

## 2009 Total and Trendlines



- More than half of visitors (56%) were able to find what they were looking for on the CDC site.
- 18% of visitors are still looking for information when they leave the CDC site.

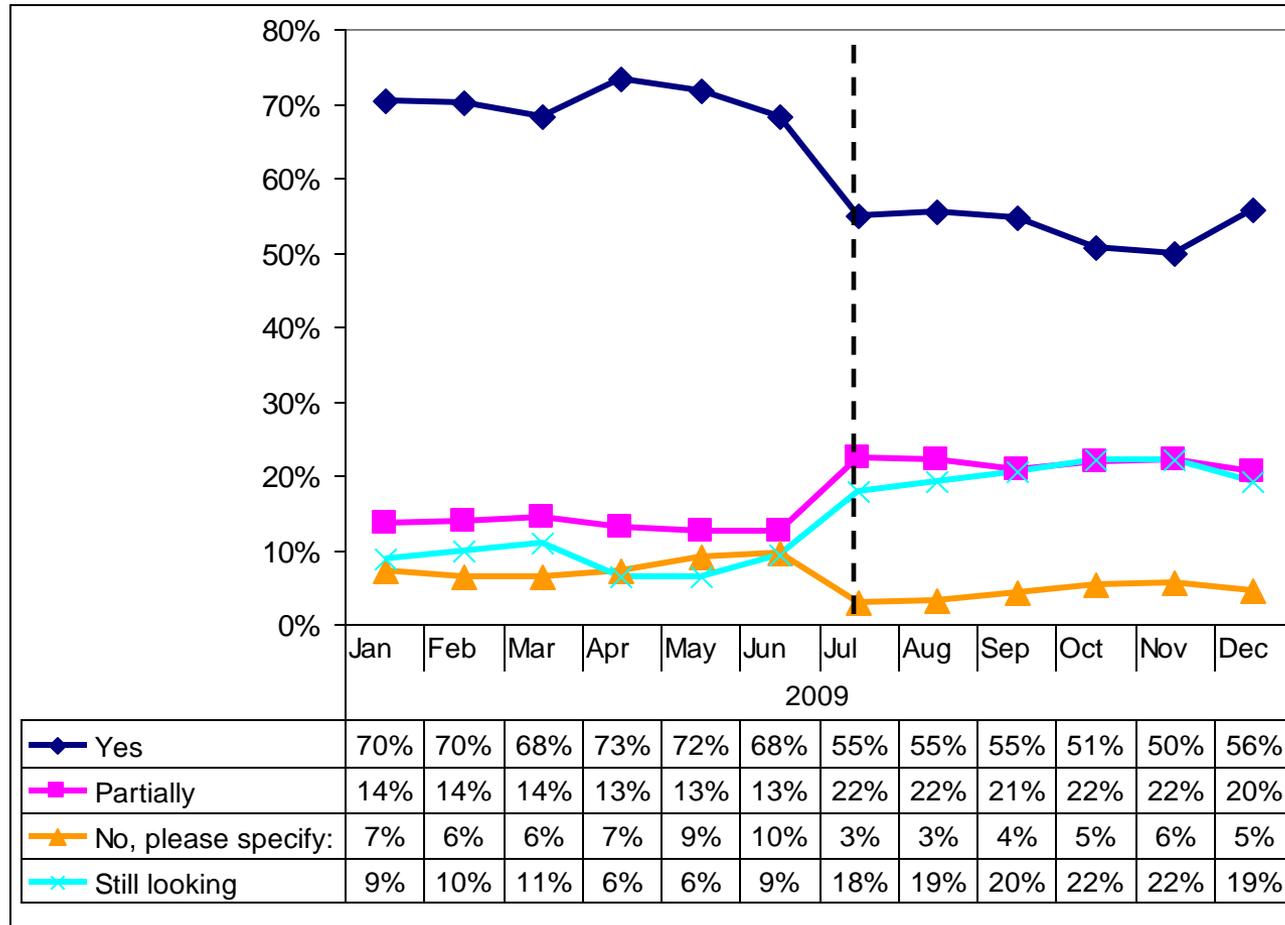


# Segment Results

## 2009 Total and Trendlines



### Were you able to find what you were looking for?

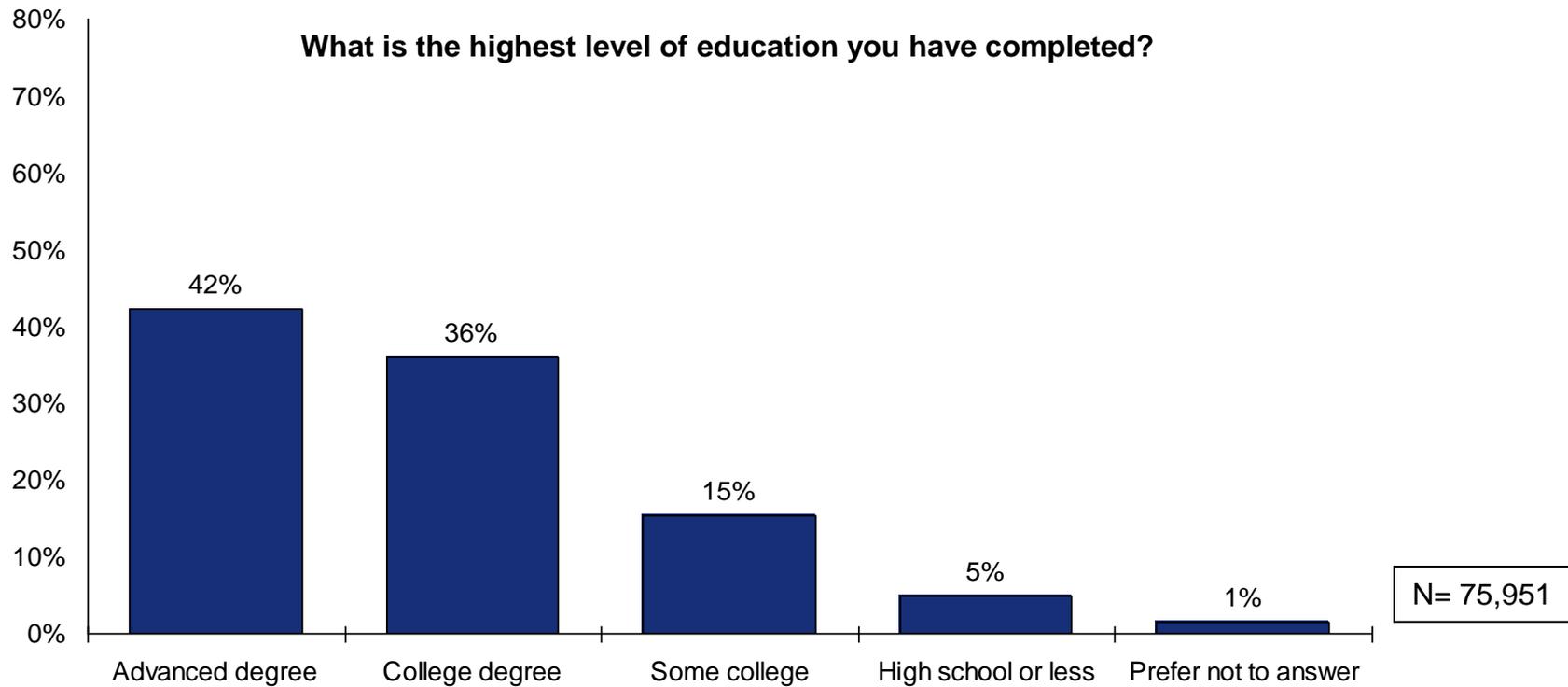


# Segment Results

## 2009 Total and Trendlines



- Three-quarters (78%) of visitors have a college degree or advanced degree.

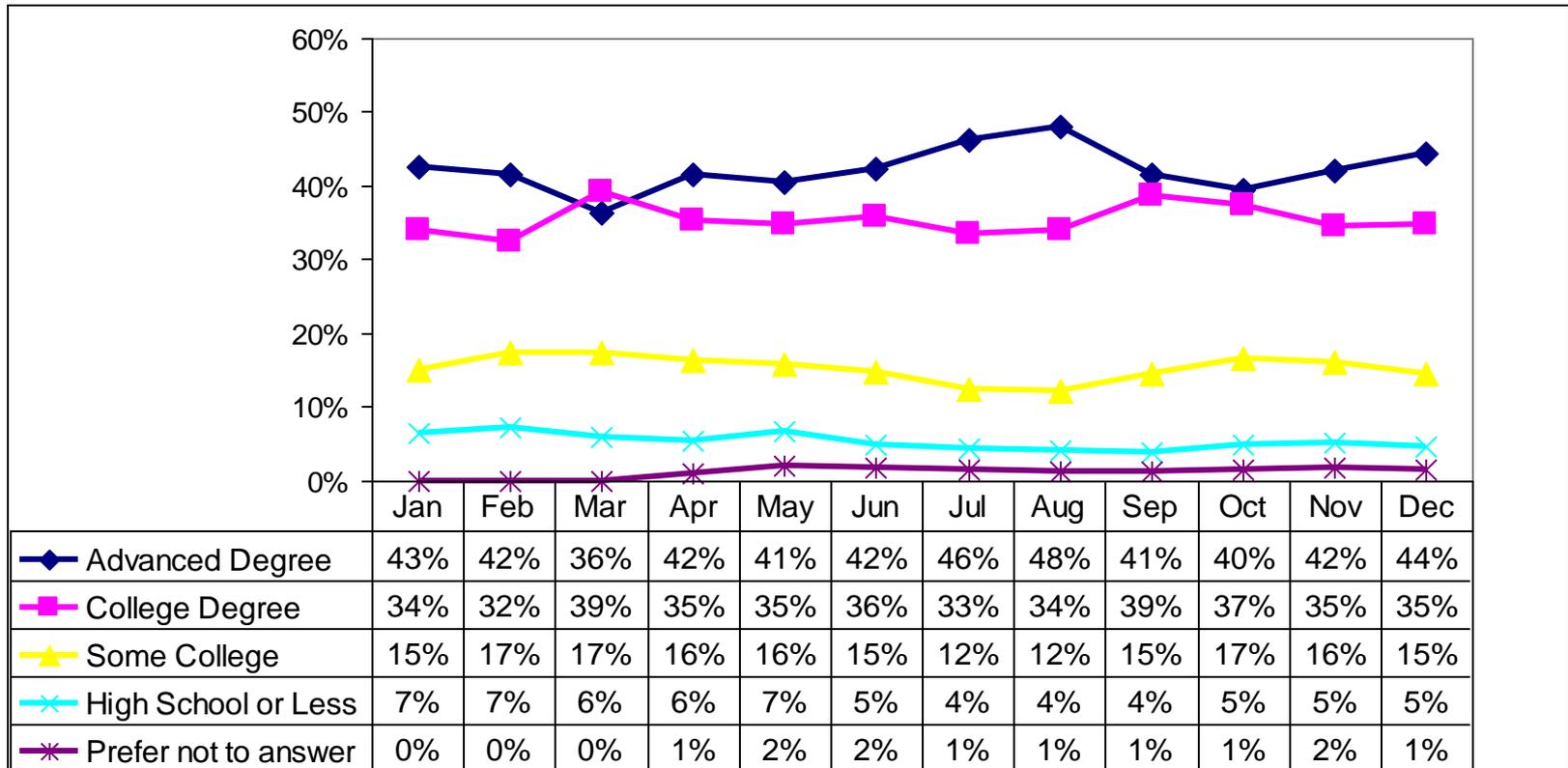


# Segment Results

## 2009 Total and Trendlines



What is the highest level of education you have completed?

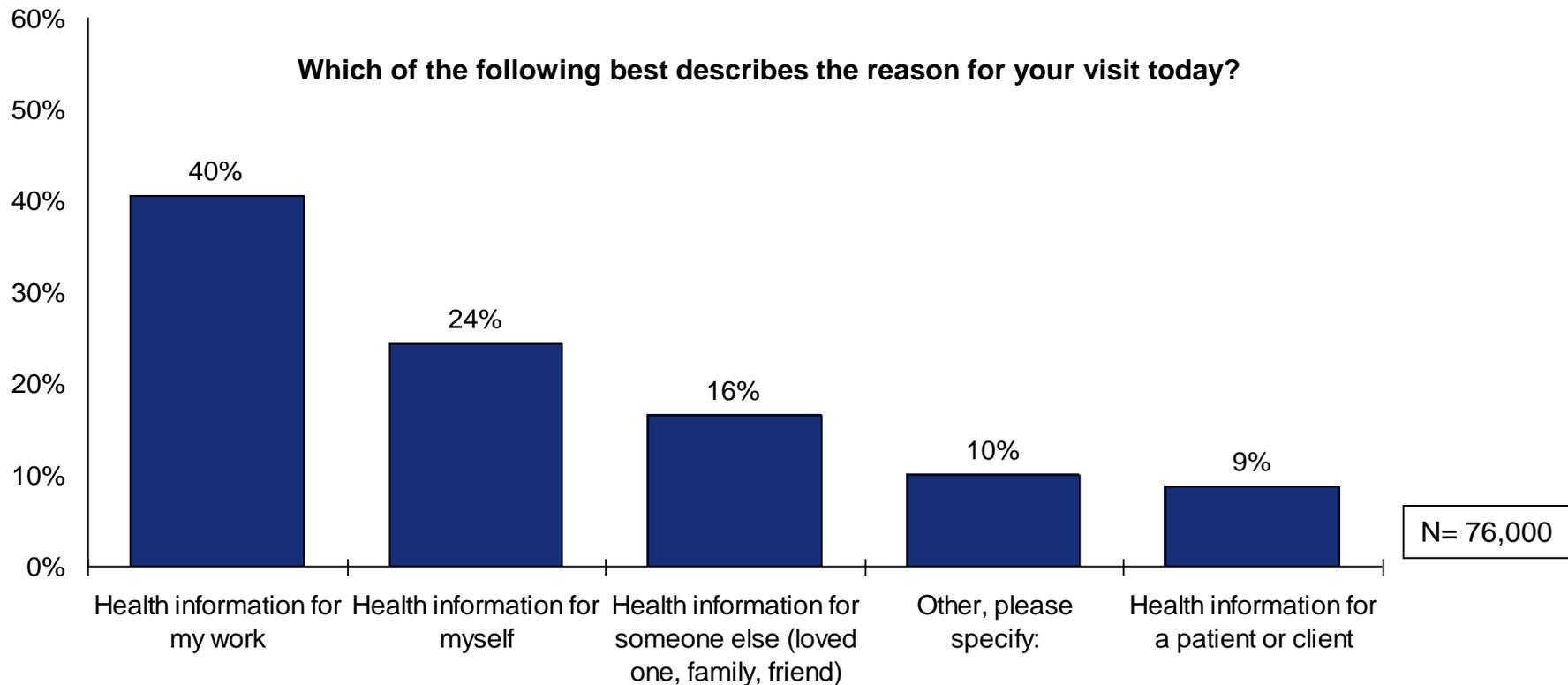


# Segment Results

## 2009 Total and Trendlines

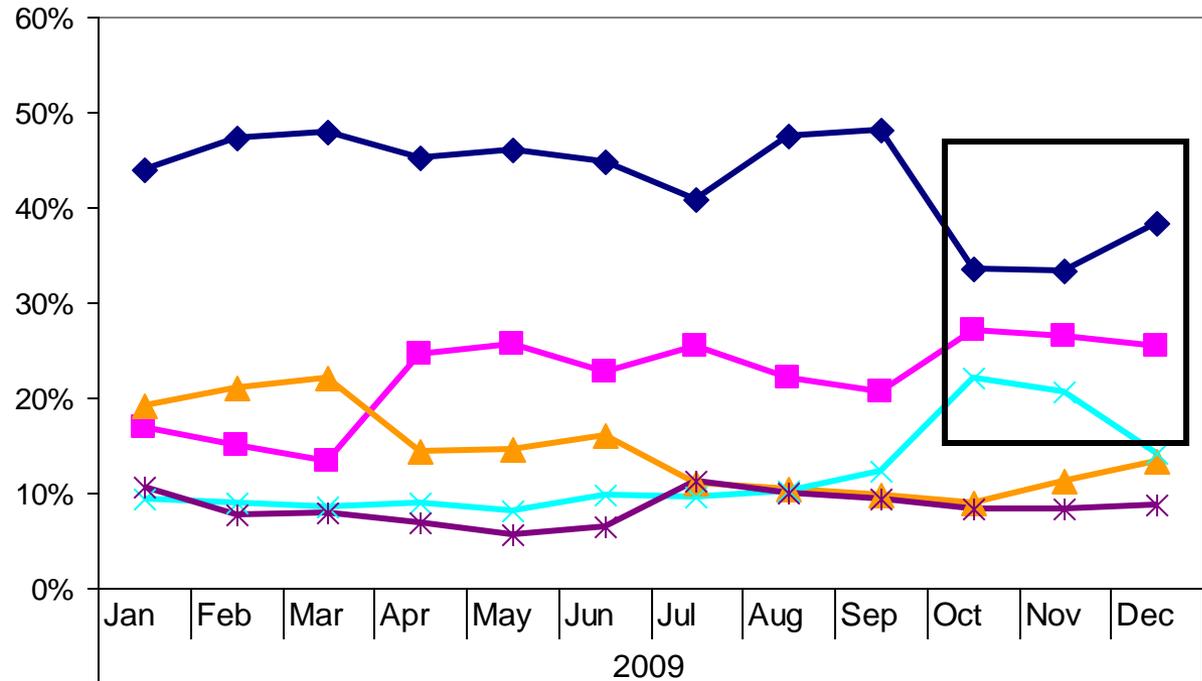


- The largest portion of visitors to the CDC site are looking for health information for their work.



# Segment Results

## 2009 Total and Trendlines



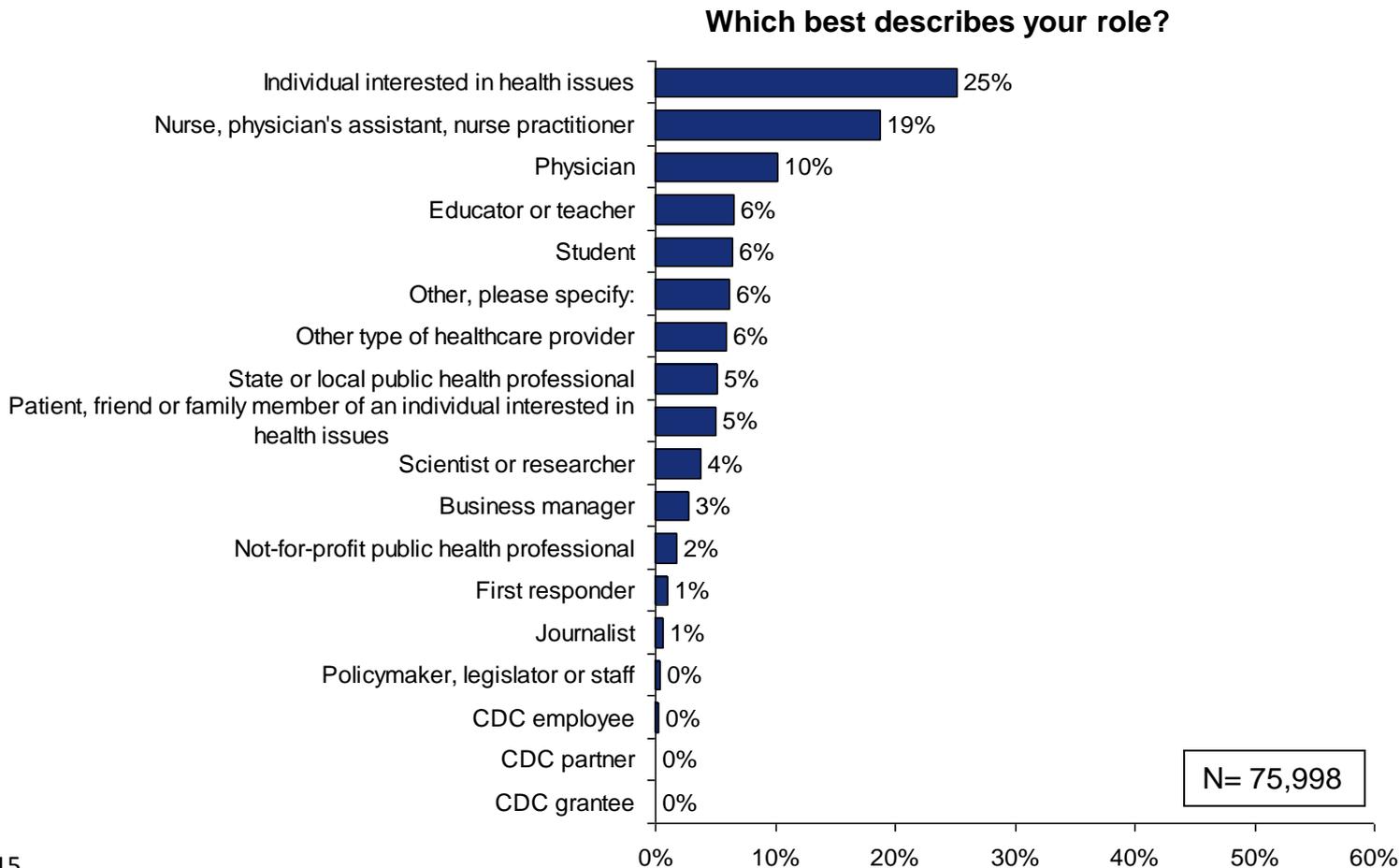
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
◆ Health information for my work	44%	47%	48%	45%	46%	45%	41%	47%	48%	34%	33%	38%
■ Health information for myself	17%	15%	13%	25%	26%	23%	25%	22%	21%	27%	26%	25%
▲ Other, please specify:	19%	21%	22%	14%	15%	16%	11%	10%	10%	9%	11%	13%
✕ Health information for someone else (loved one, family, friend)	9%	9%	9%	9%	8%	10%	10%	10%	12%	22%	21%	14%
* Health information for a patient or client	11%	8%	8%	7%	6%	6%	11%	10%	9%	8%	8%	9%

# Segment Results

## 2009 Total and Trendlines

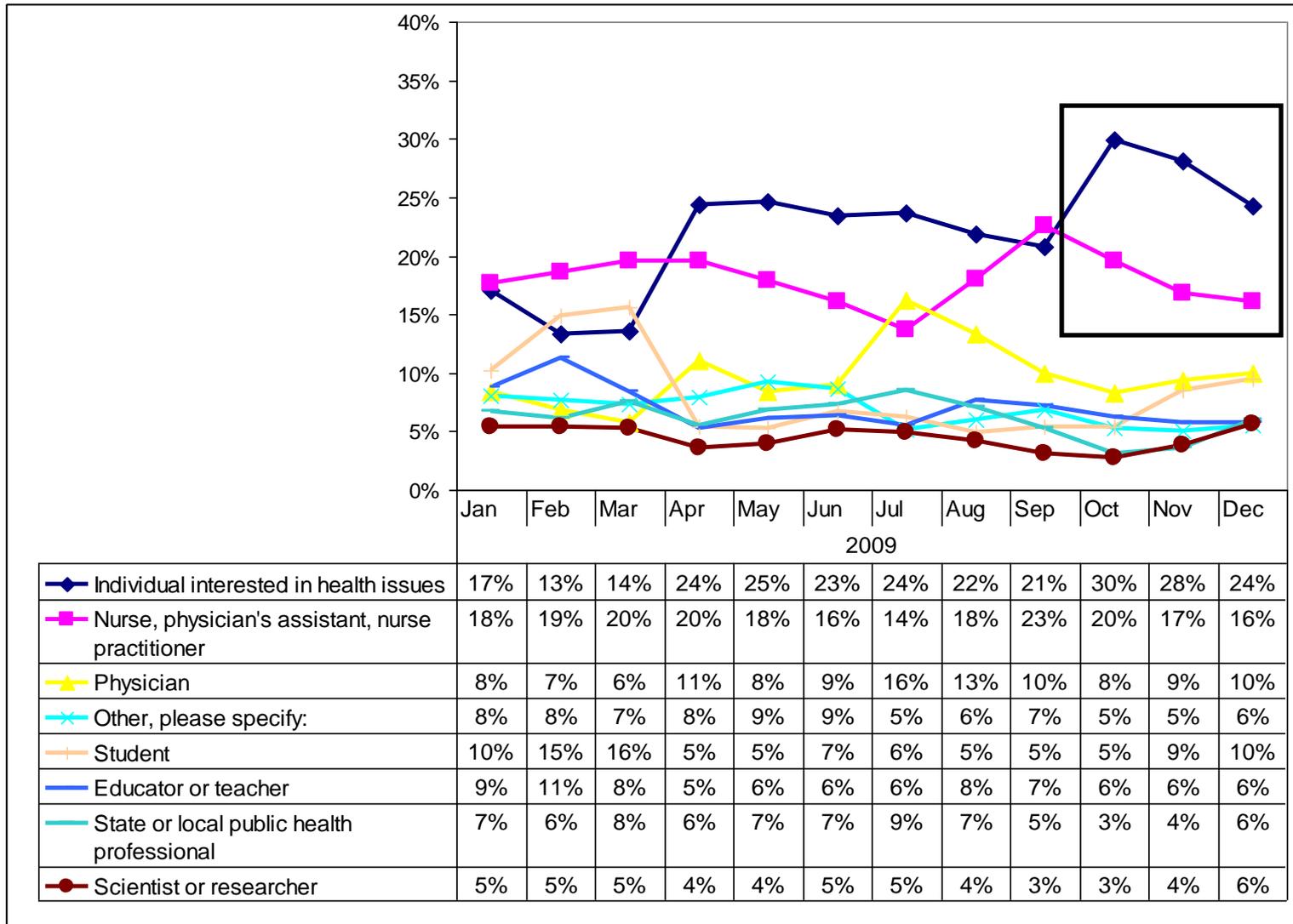


- Individuals interested in health issues, Nurses/Physician's Assistants and Physicians are the primary visitors to the CDC site.



# Segment Results

## 2009 Total and Trendlines

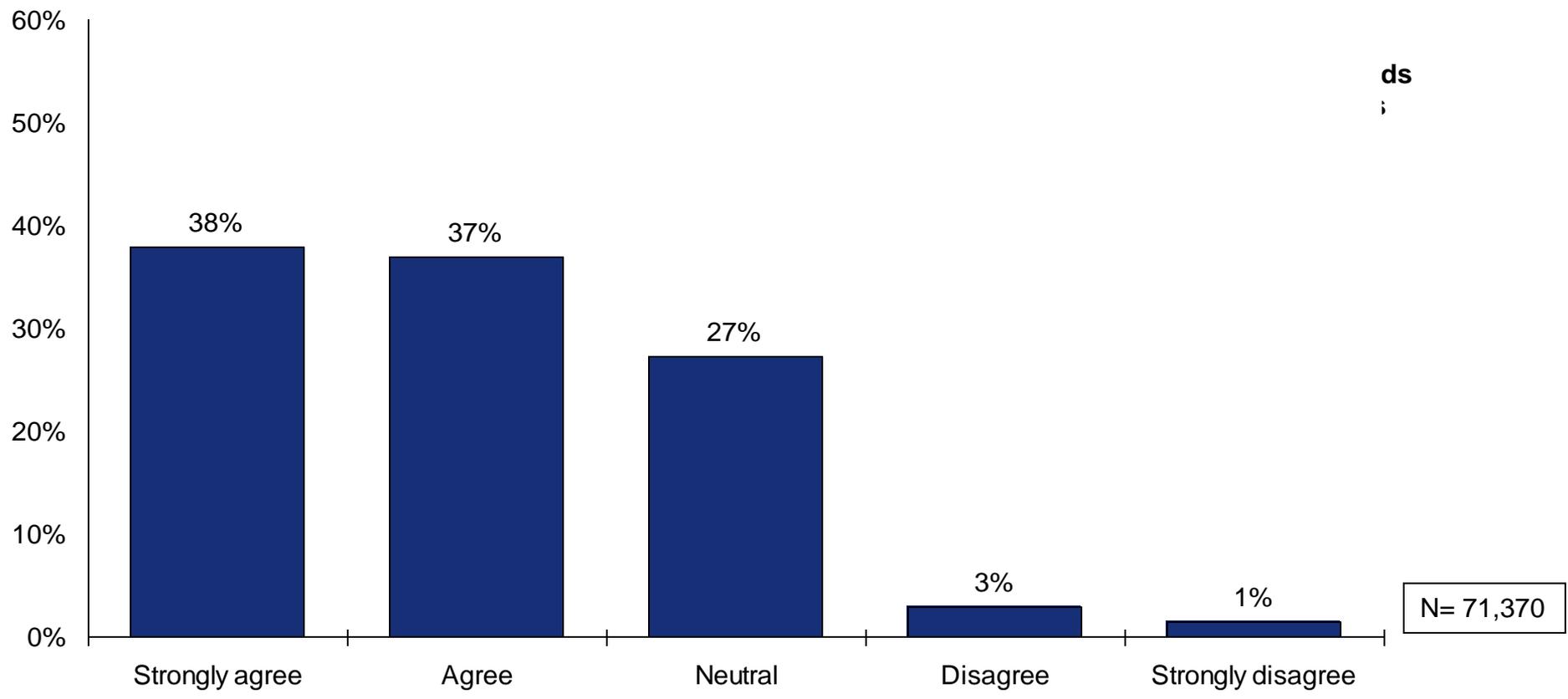


# Segment Results

## 2009 Total and Trendlines



- Three out of four visitors agree that they would like to find health information on the CDC site that is tailored to their individual needs.

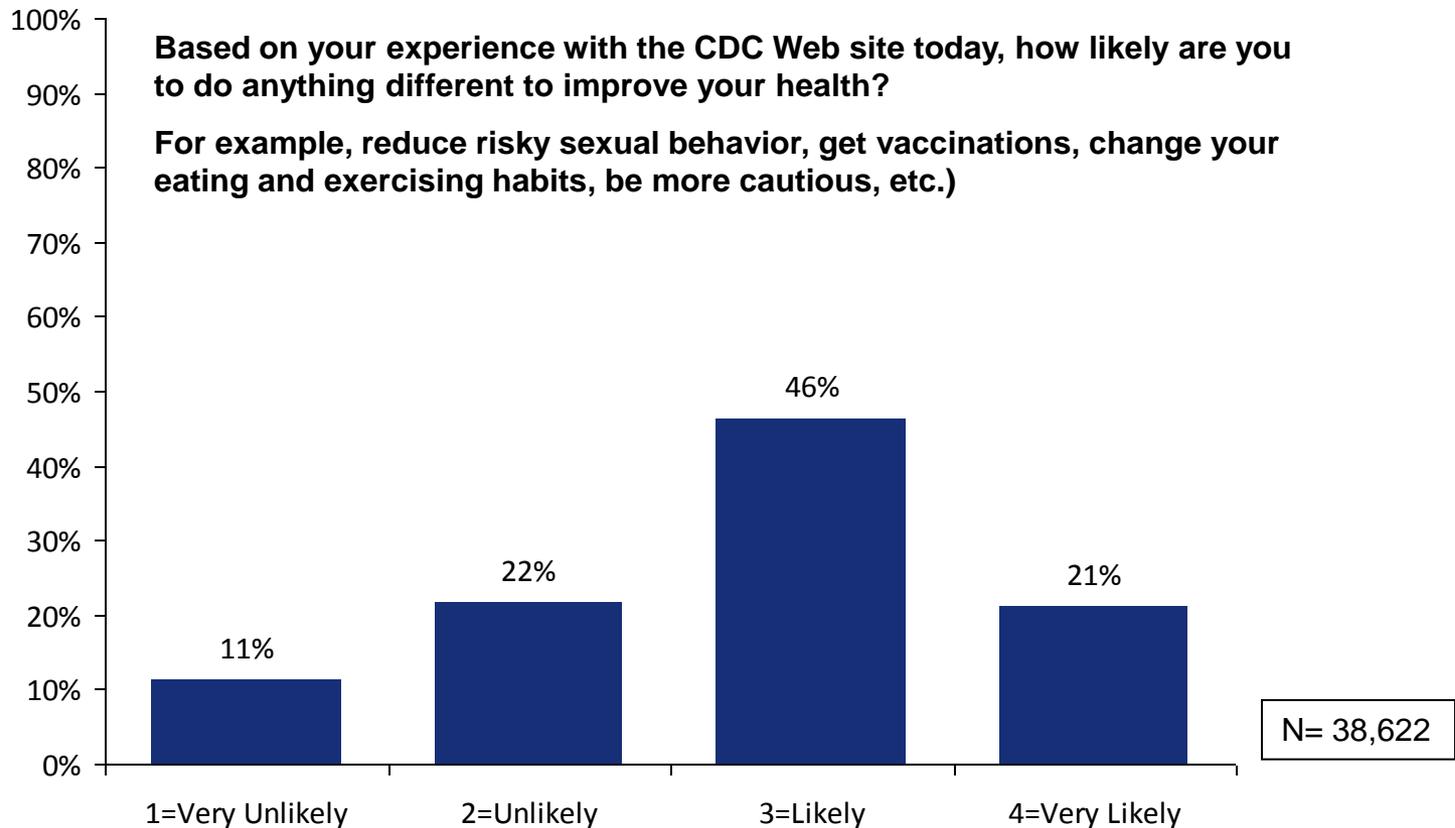


# Segment Results

## 2009 Total and Trendlines



- Two out of three (67%) of visitors are Likely to change their behavior after visiting the CDC site.

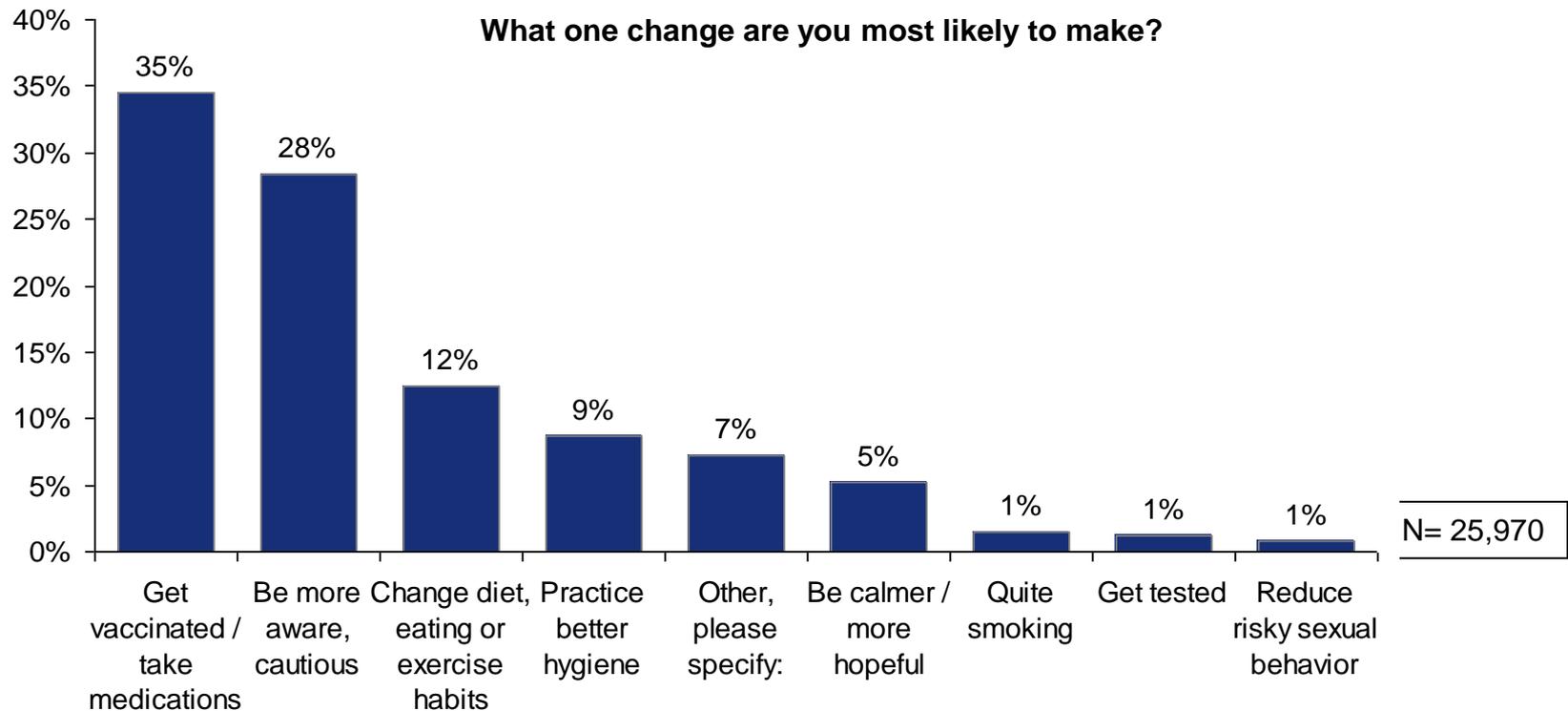


# Segment Results

## 2009 Total and Trendlines

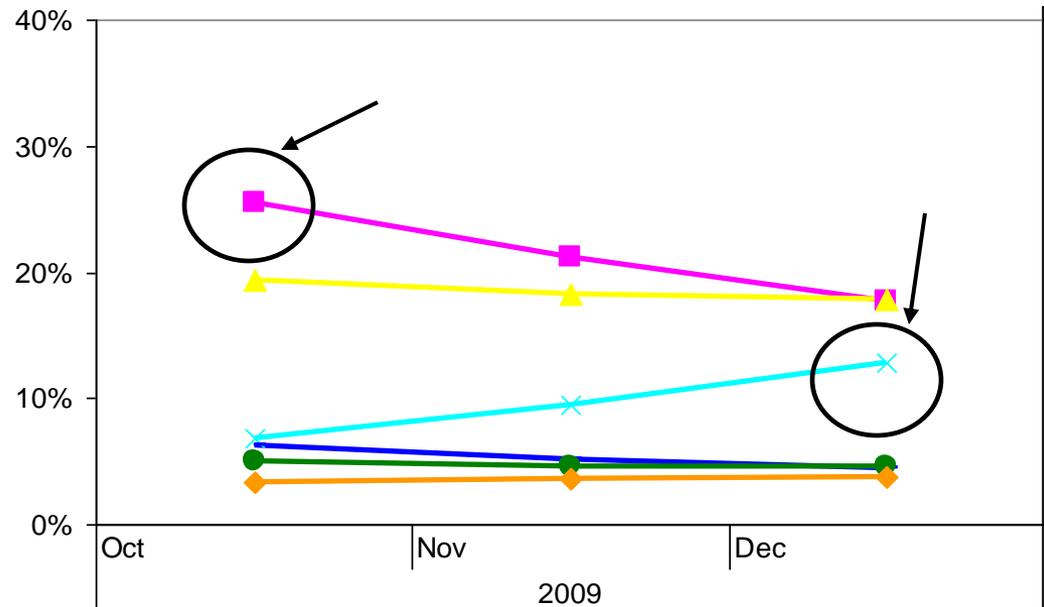


- Among visitors who are likely to make a change, they are most likely to get vaccinated/take medications or be more aware, cautious.



# Segment Results

## 2009 Total and Trendlines



■ Get vaccinated / take medications	26%	21%	18%
▲ Be more aware, cautious	19%	18%	18%
✕ Change diet, eating or exercise habits	7%	9%	13%
— Practice better hygiene	6%	5%	4%
● Other, please specify:	5%	5%	5%
◆ Be calmer / more hopeful	3%	4%	4%

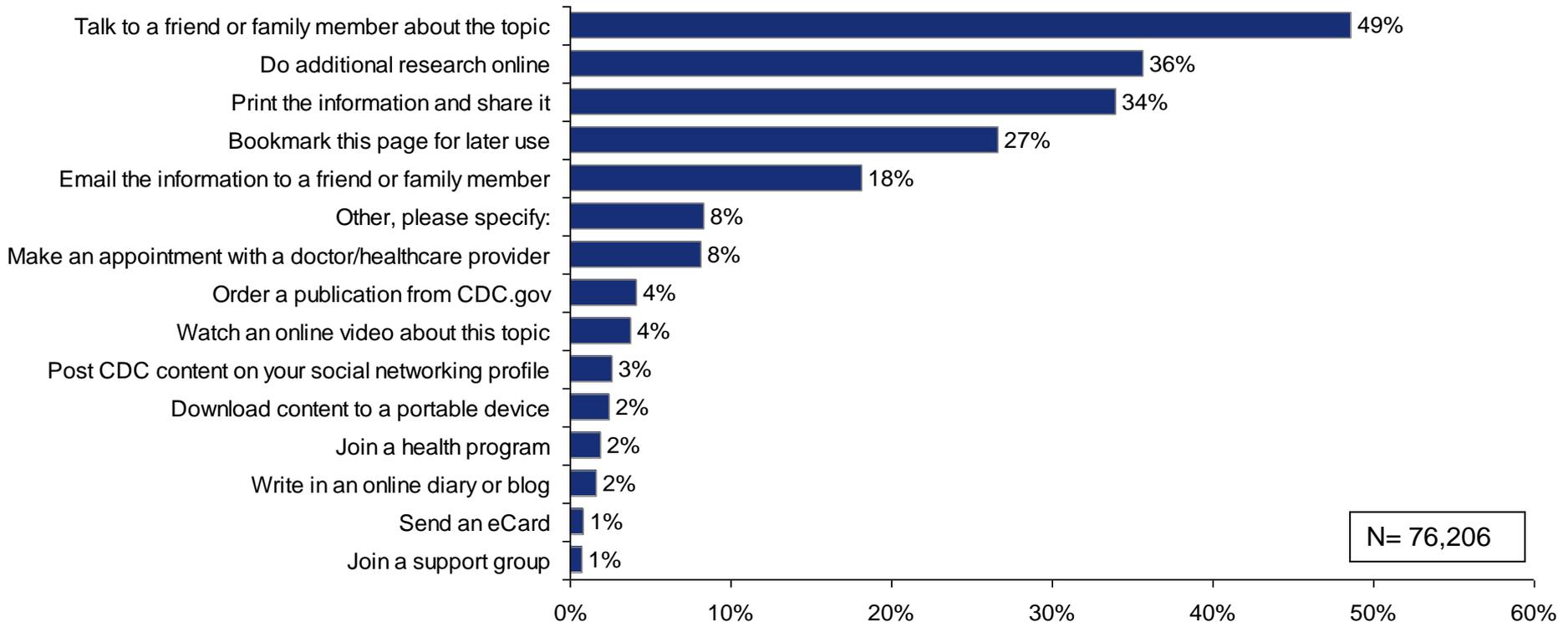
# Segment Results

## 2009 Total and Trendlines



- Visitors are most likely to talk to a friend or family member about a topic or do additional research online after they visit the CDC site.

### After using the CDC website today, how likely are you to do one of the following activities: [Please select all that apply]



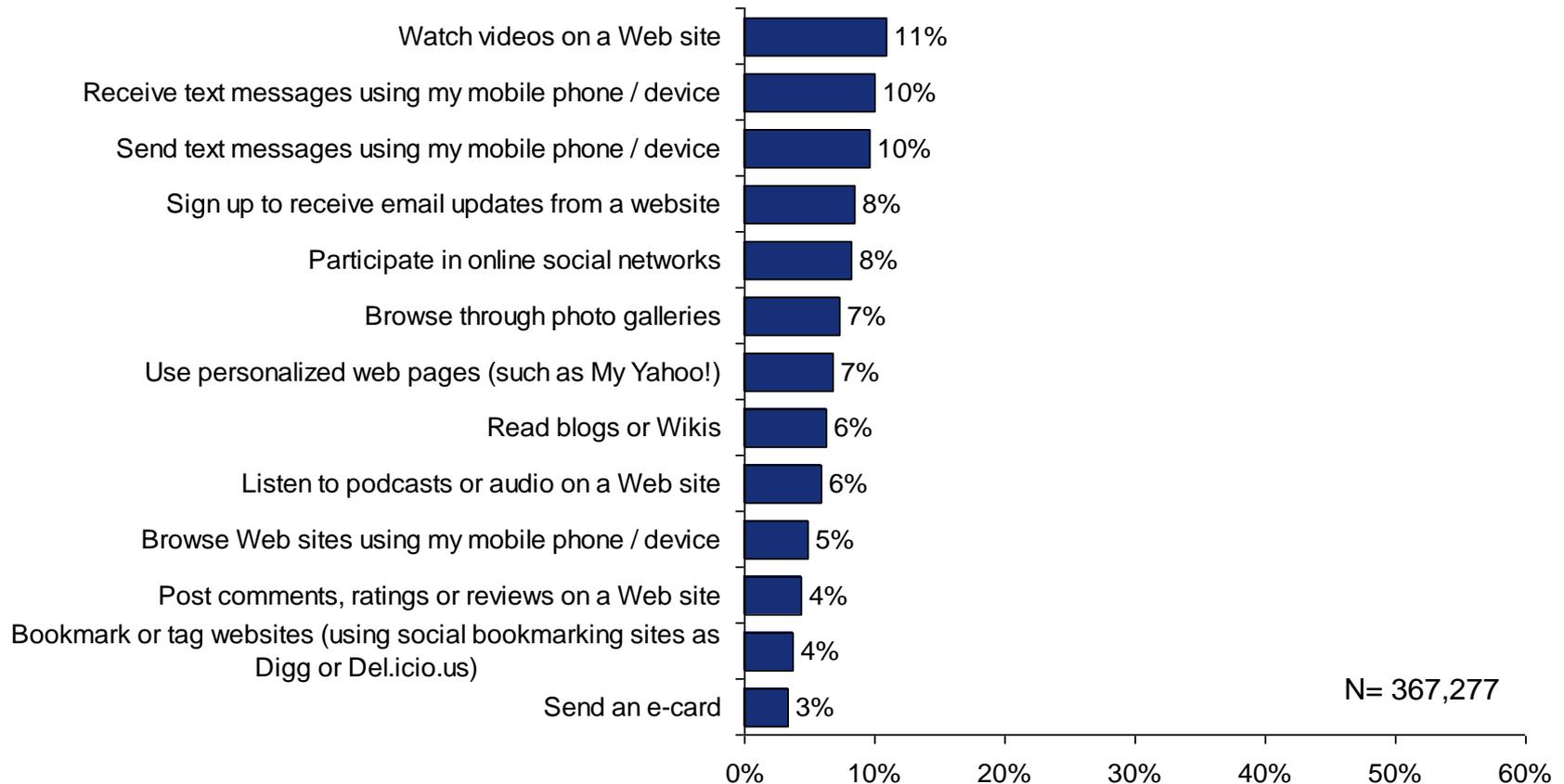
# Segment Results

## 2009 Total and Trendlines



- The most popular social media activities among site visitors are watch videos on a website, receive text messages or send text messages.

**In the last three months, have you done any of the following: [Please select all that apply]:**



# Segment Results

## 2009 Total and Trendlines



- Half of survey respondents do not do any of the social media activities that are offered on the CDC site.
- The activity visitors are most likely to participate in is to receive Email updates.

### Which of the following items do you use on the CDC.gov website? [Please select all that apply]:

