

Stop Ticks
Reduce Your Risk of Tick-borne Disease **GO >>**

Public Health Data & Statistics

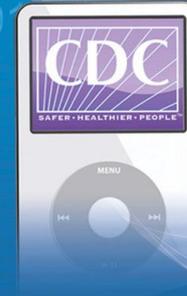
Hearing Status	Percentage
All Adults	12.1%
Good Hearing	10.5%
A Little Trouble Hearing	17.5%
Deaf or a Lot of Trouble Hearing	28.9%

*Age-adjusted percentage of adults in the United States aged 18 years and older

Click image for more information



800-CDC-INFO (232-4636)
 cdcinfo@cdc.gov
 TTY: 888-232-6348
 In English /en Español-24/7



CDC Audience Analysis

January – June 2010

Cari A. Wolfson
 Social Media Specialist
 850-228-9168
 fos5@cdc.gov
 cariwolfson@usabilityfocus.com

Seasonal Flu updates sent directly to your mobile phone

Know Your HIV Status?
 To find HIV Test Centers near you:
 Text: Your Zip Code
 To: KnowIt or 566948
 www.hivtest.org



Healthcare Providers (N=4,977)



Healthcare Providers (N=4,977)

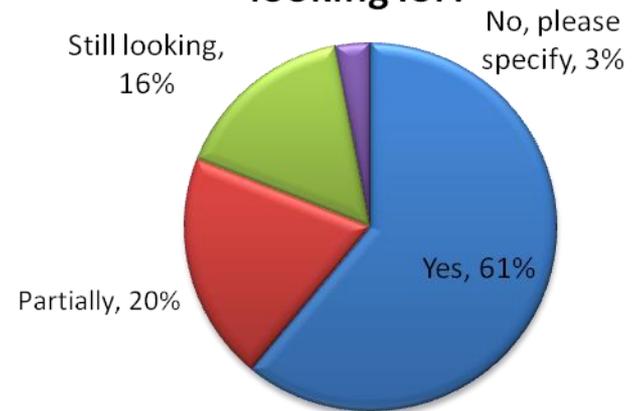


Customer Satisfaction: 83

What type of information were you looking for:

- 16% Data & Statistics
- 11% Travelers Health
- 11% Diseases & Conditions
- 10% Disease Prevention
- 8% Professional Training/ Education Materials
- 8% H1N1 Flu
- 36% *Other*

Were you able to find what you were looking for?



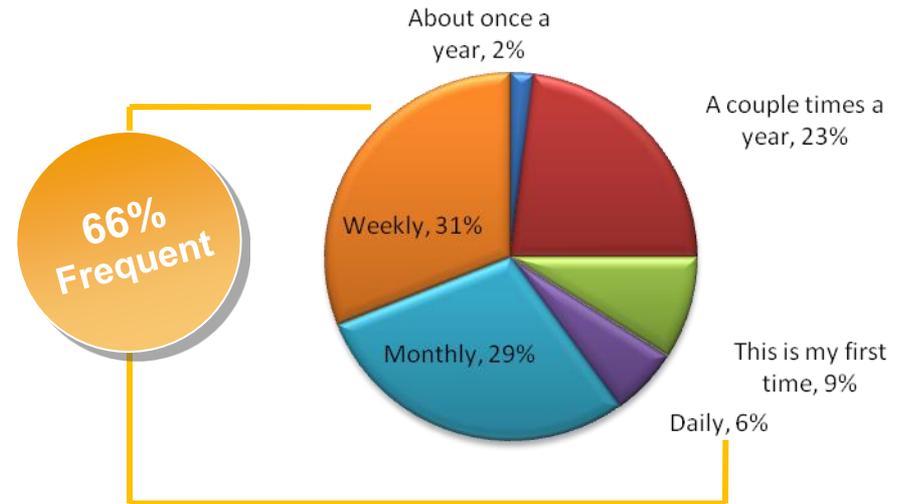
Healthcare Providers (N=4,977)



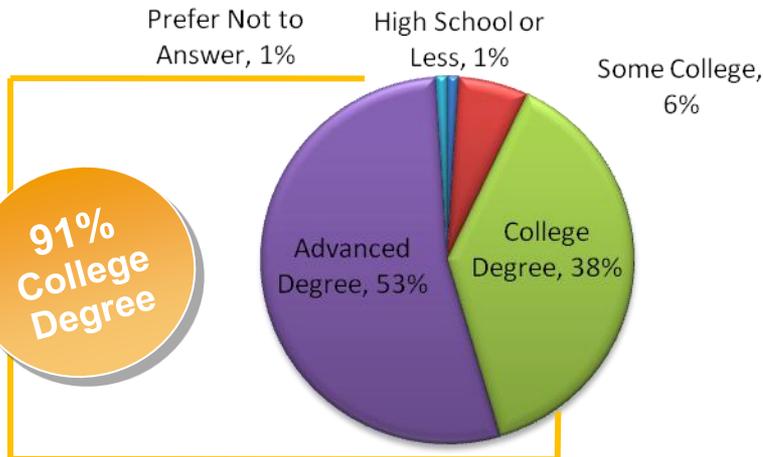
Who are these users?

- 55% nurses, physician's assistants, nurse practitioners
- 28% physicians
- 17% other type of healthcare providers

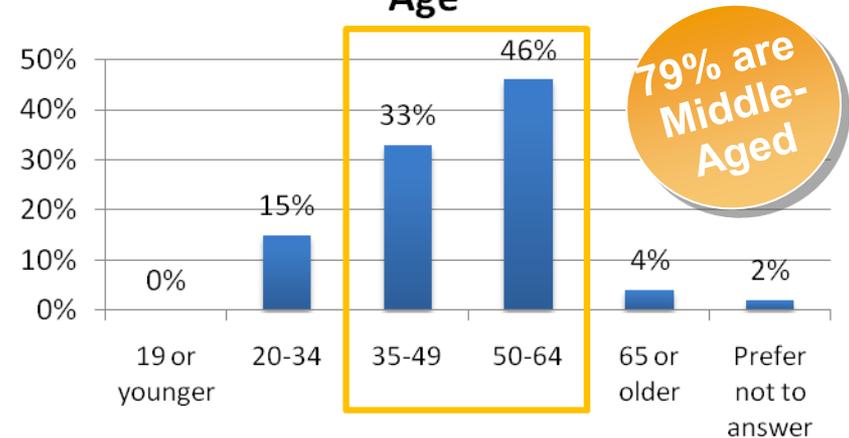
How often do you visit the CDC Web site?



Education



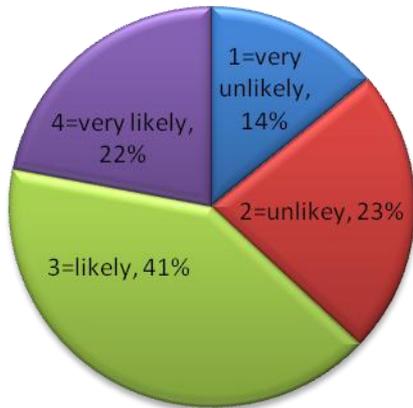
Age



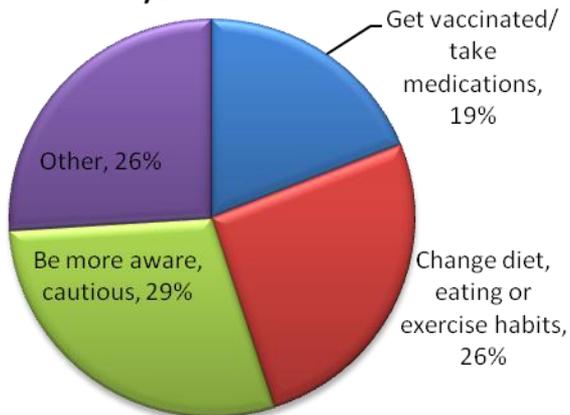
Healthcare Providers (N=4,977)



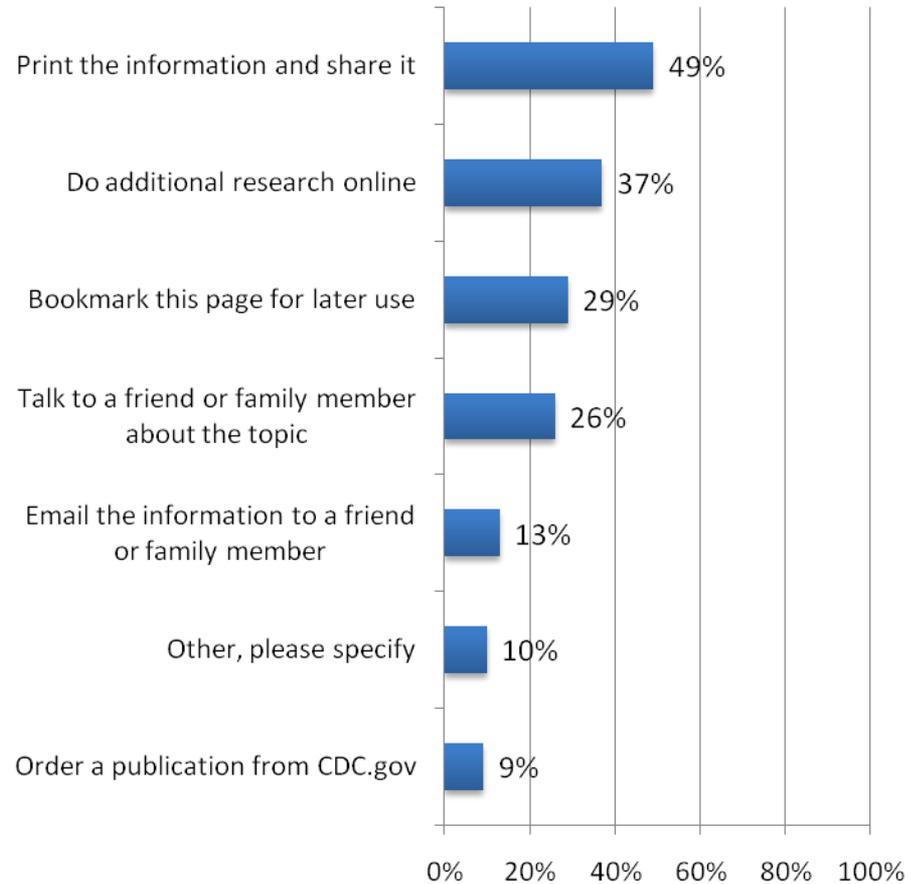
Based on your experience with the CDC Web site today



Based on your experience with the CDC Web site today, how likely are you to do anything different to improve your health?



After using the CDC.gov website how likely are you to do the following?

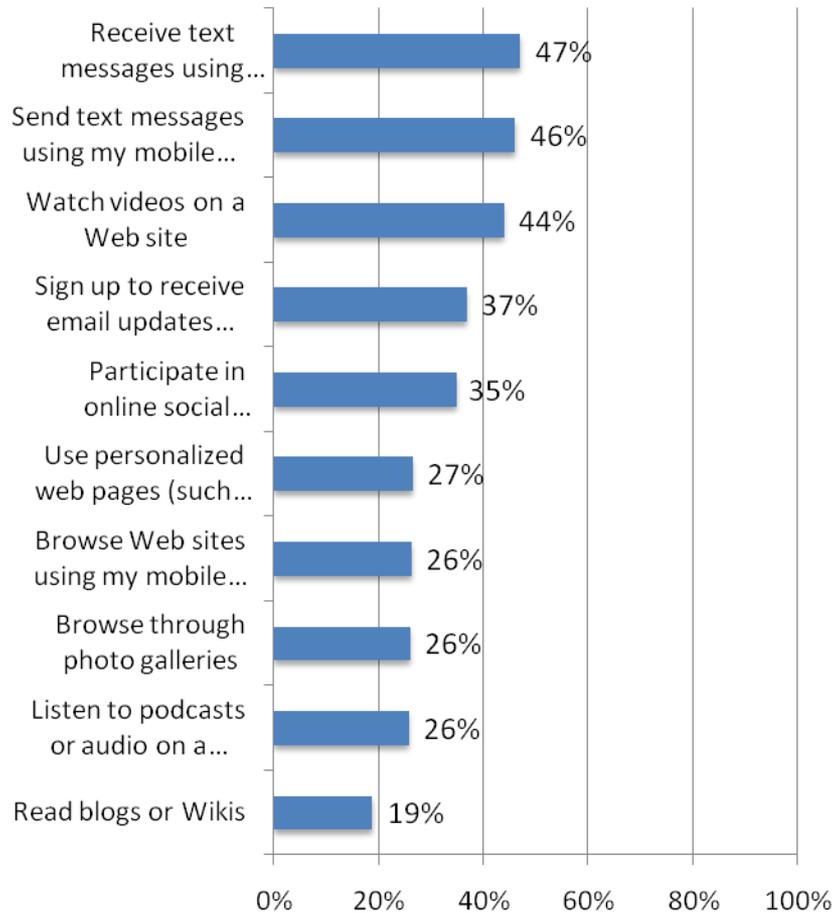


Note: Only the most popular answer choices are shown for these graphs.

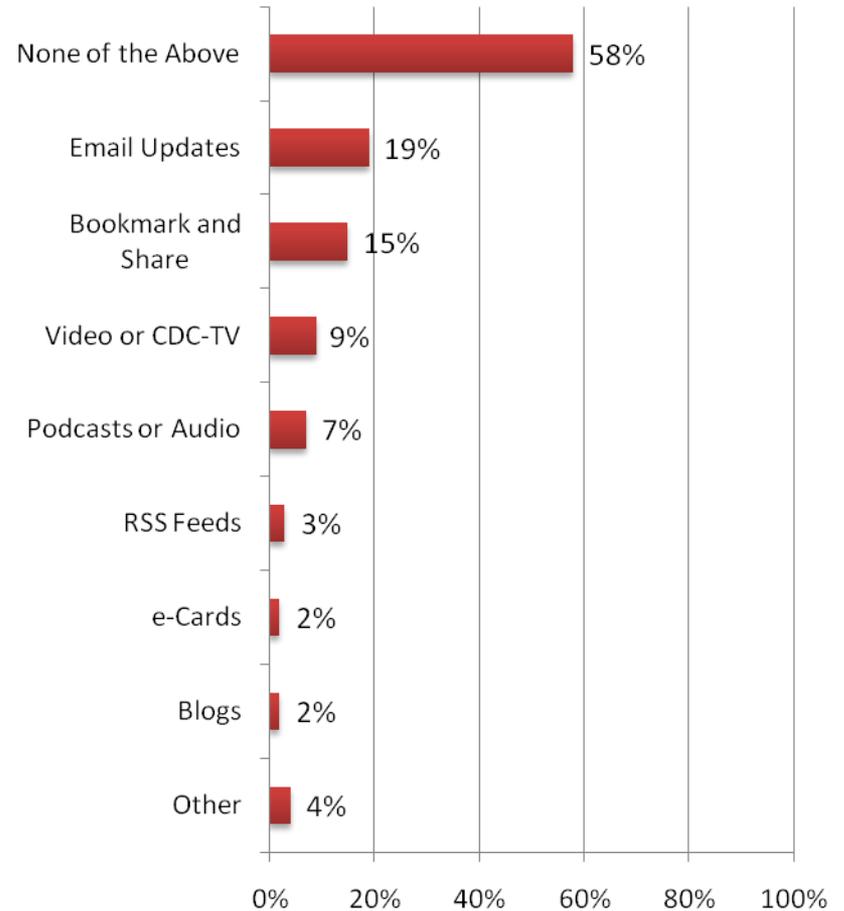
Healthcare Providers (N=4,977)



Social Media Activities in the Past 3 Months



Activities performed on CDC.gov



Note: Only the most popular answer choices are shown for these graphs.

Healthcare Providers (N=4,977)



Summary

- Looking for data & statistics (16%), traveler health (11%), diseases & conditions (11%), disease prevention (10%), professional training education materials (8%), H1N1 Flu (8%)
- Successfully find what they are looking for (61%)
- Frequent users (66%)
- Middle-aged, 35 – 64 (79%)
- College degree (91%)
- Users are female (76%), male (23%) and prefer not to answer (2%)



Customer Satisfaction: 83

Consumers (N=3,368)



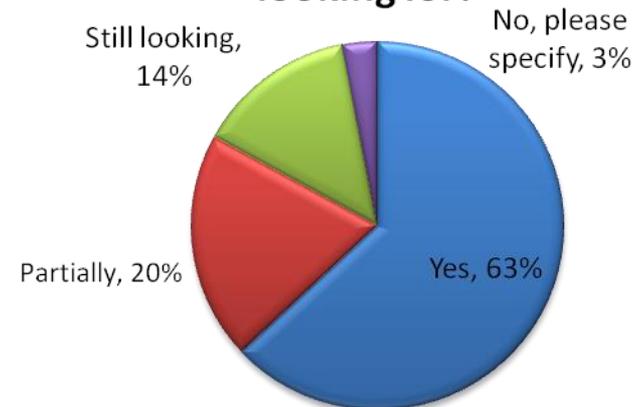


Customer Satisfaction: 80

What type of information were you looking for:

- 24% Traveler's Health
- 12% Data & Statistics
- 12% Diseases & Conditions
- 10% Healthy Lifestyles/ Health Promotion
- 10% H1N1 Flu
- 9% Vaccines
- 7% Disease Prevention
- 16% *Other*

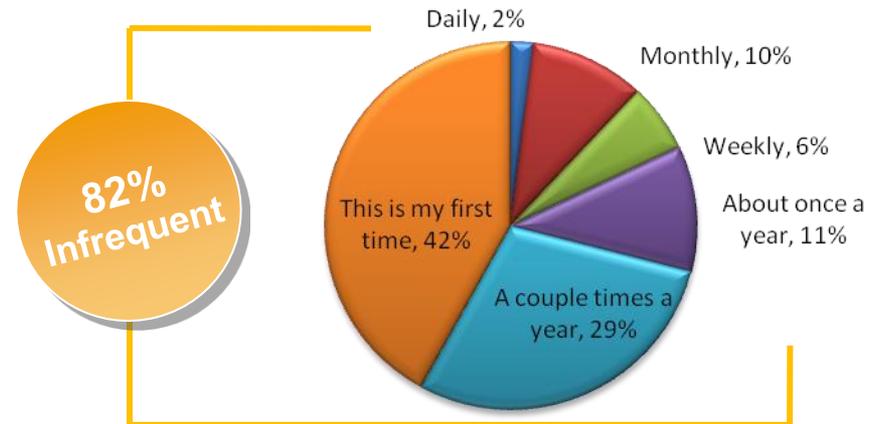
Were you able to find what you were looking for?



Who are these users?

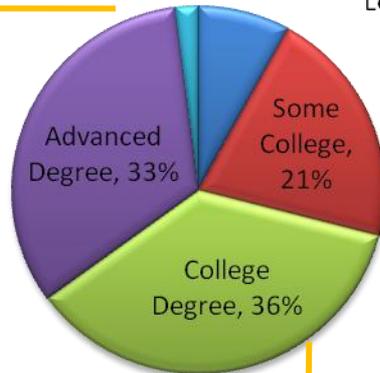
- 84% individuals interested in health issues
- 16% patient, friend or family member of an individual interested in health issues

How often do you visit the CDC Web site?



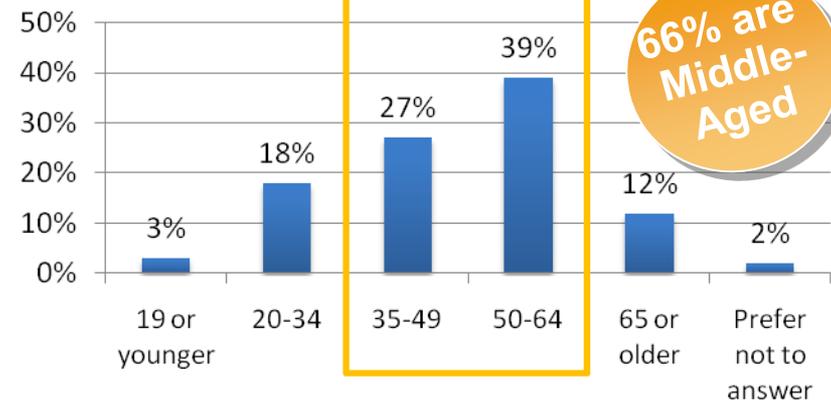
Education

Prefer Not to Answer, 2%
 High School or Less, 8%



**69%
College
Degree**

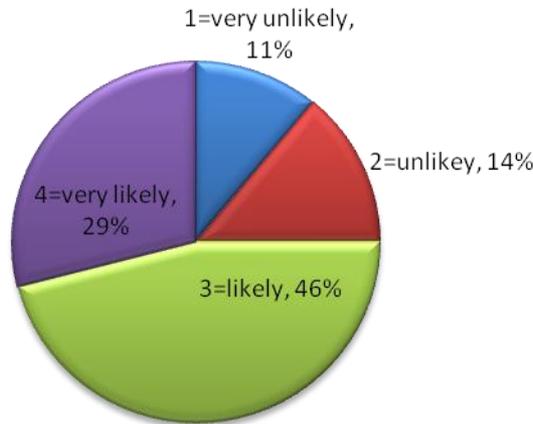
Age



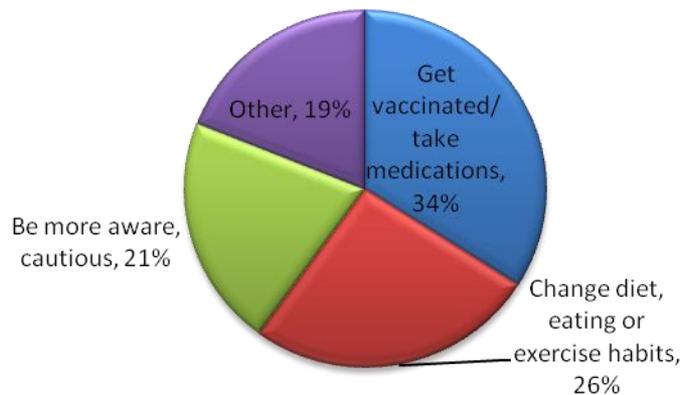
Consumers (N=3,368)



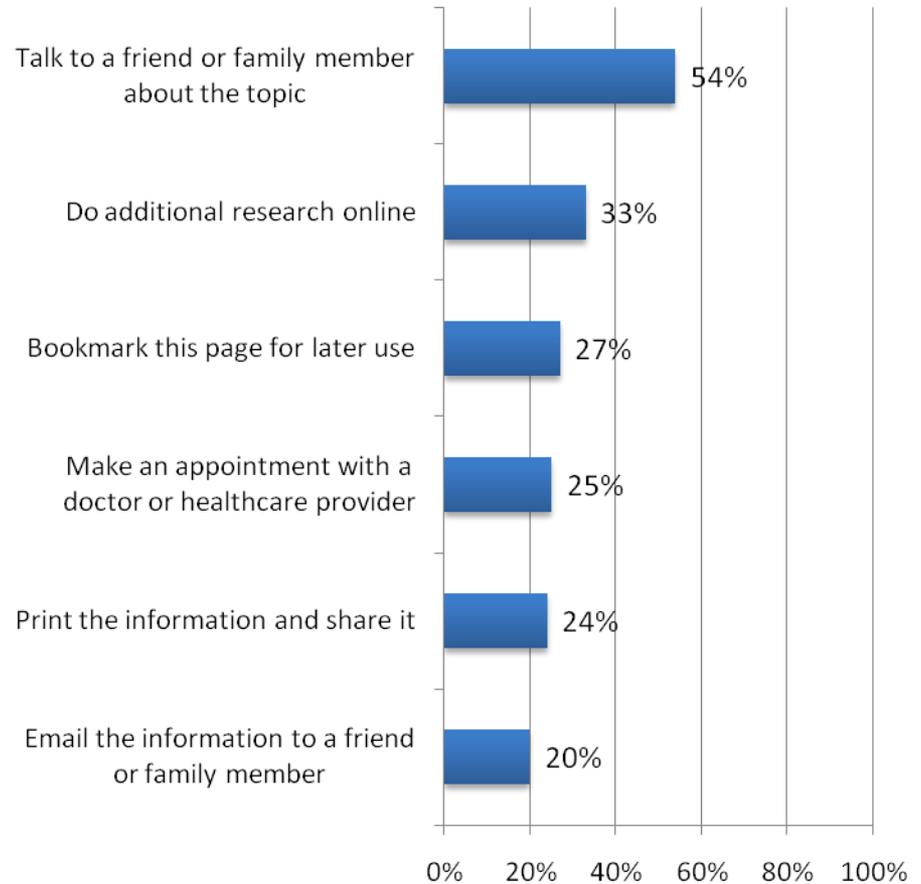
Based on your experience with the CDC Web site today, how likely are you to do anything different to improve your health? For example, reduce risky sexual behavior, get vaccinations, change your eating and exercising habits, etc.



Based on your experience with the CDC Web site today, how likely are you to do anything different to improve your health?



After using the CDC.gov website how likely are you to do the following?

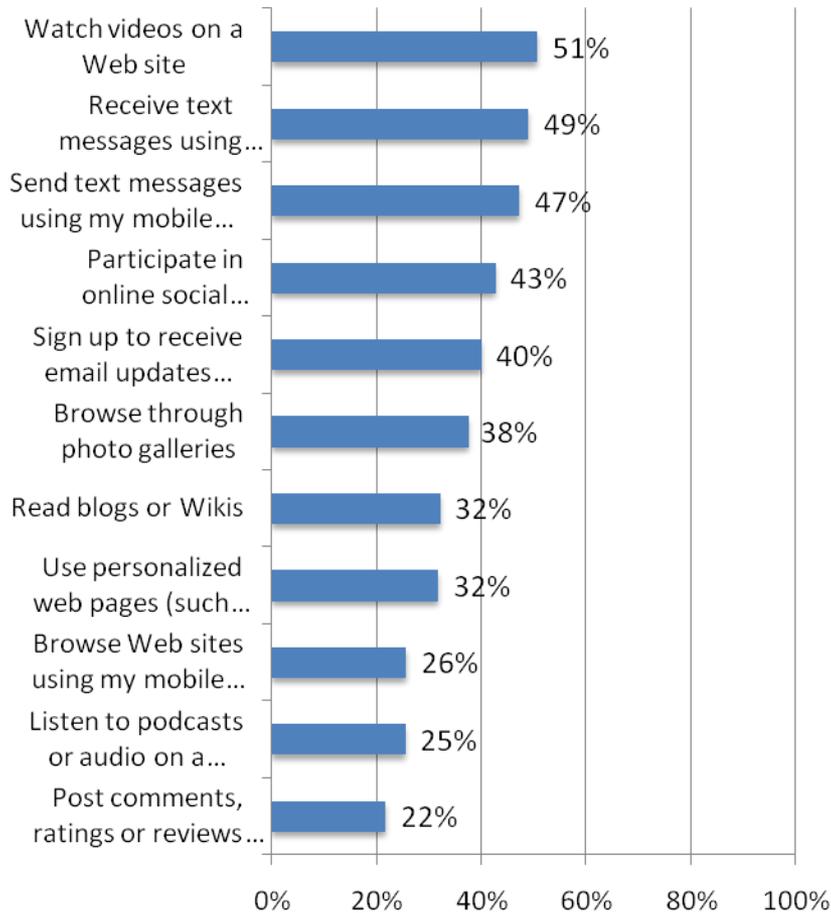


Note: Only the most popular answer choices are shown for these graphs.

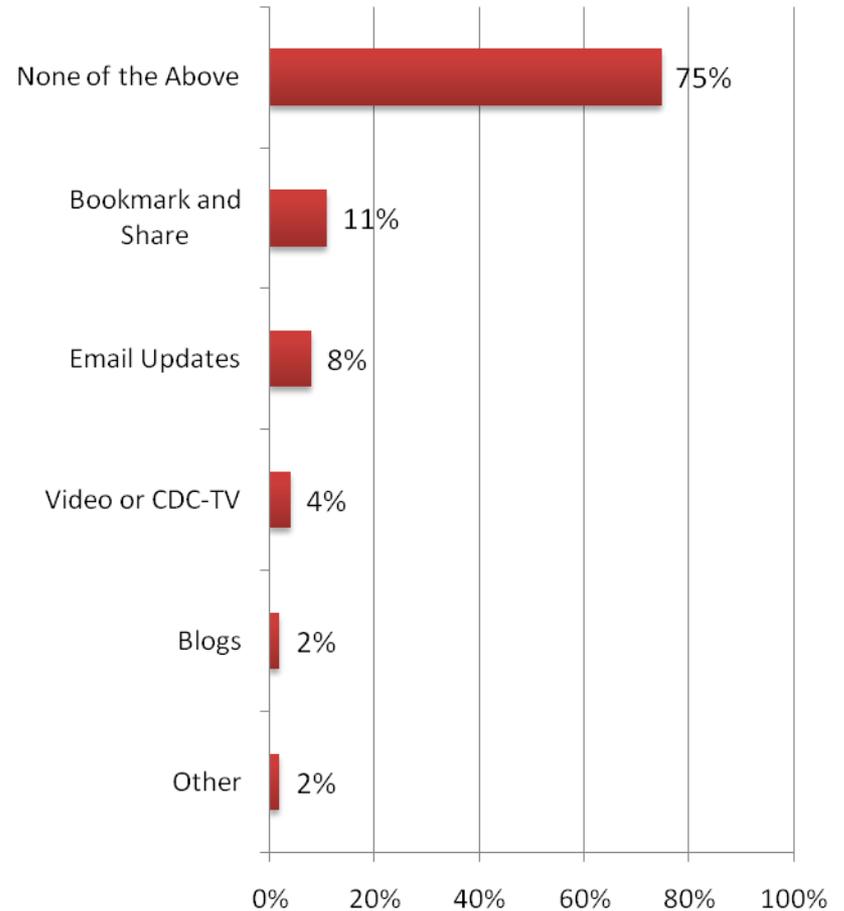
Consumers (N=3,368)



Social Media Activities in the Past 3 Months



Activities performed on CDC.gov



Note: Only the most popular answer choices are shown for these graphs.



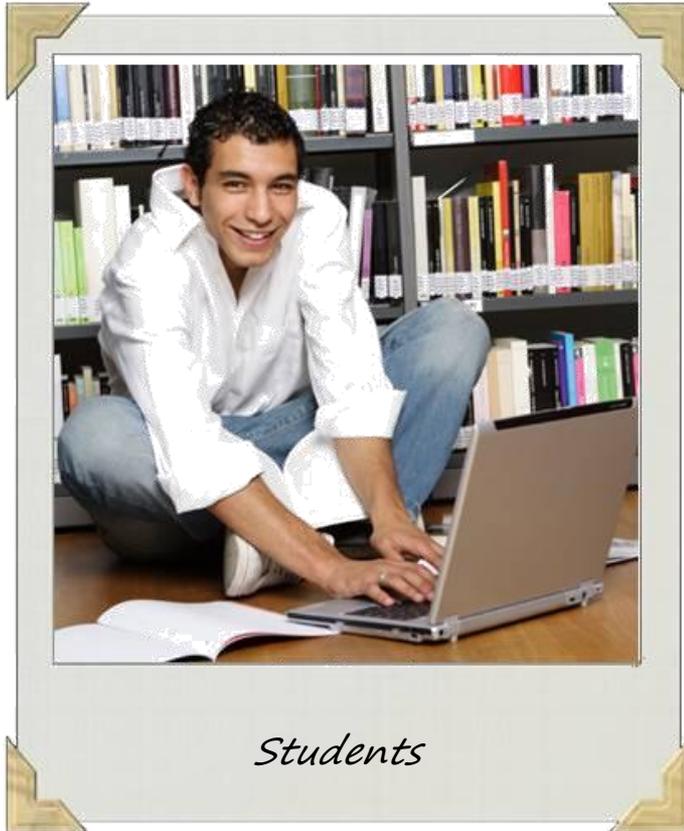
Summary

- Looking for traveler's health (24%), data & statistics(12%), diseases & conditions (12%), healthy lifestyles / health promotion (10%), H1N1 flu (10%), vaccines (9%) and diseases & preventions (7%)
- Successfully find what they are looking for (63%)
- Infrequent users (82%)
- Middle-aged, 35 – 64 (66%)
- College degree (69%)
- Users are female (64%), male (33%) and prefer not to answer (3%)

Customer Satisfaction: 80

Students (N=2,251)



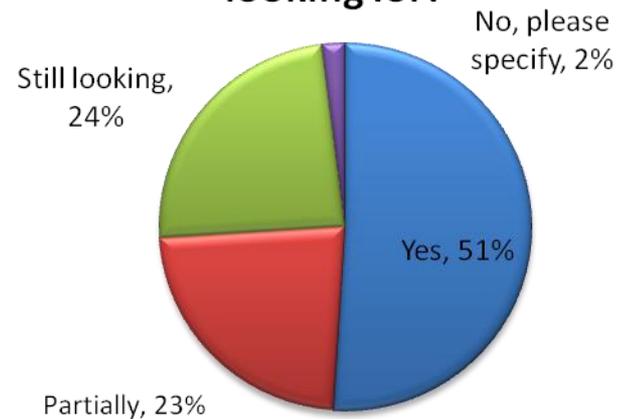


Customer Satisfaction: 80

What type of information were you looking for:

- 37% Data & Statistics
- 15% Disease Prevention
- 5% Diseases & Conditions
- 5% Healthy Lifestyles / Health Promotion
- 38% *Other*

Were you able to find what you were looking for?



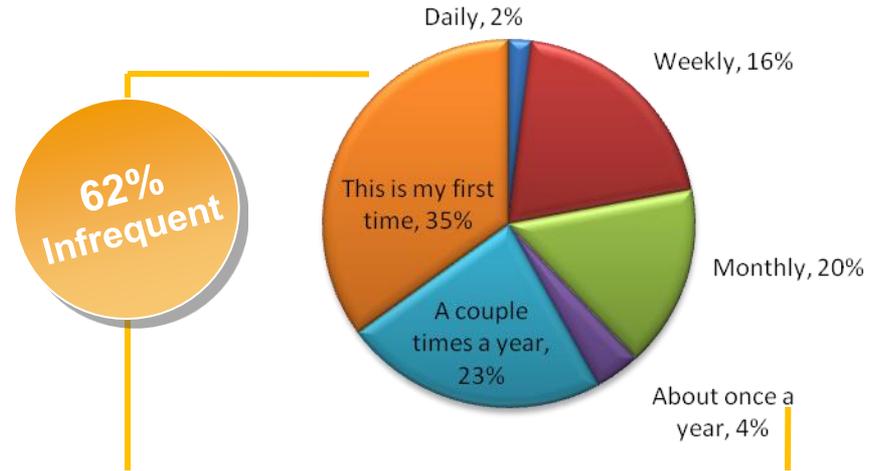
Students (N=2,251)



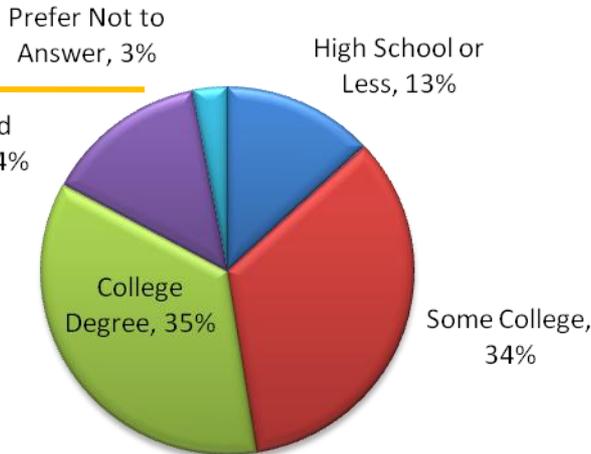
Who are these users?

- 100% students

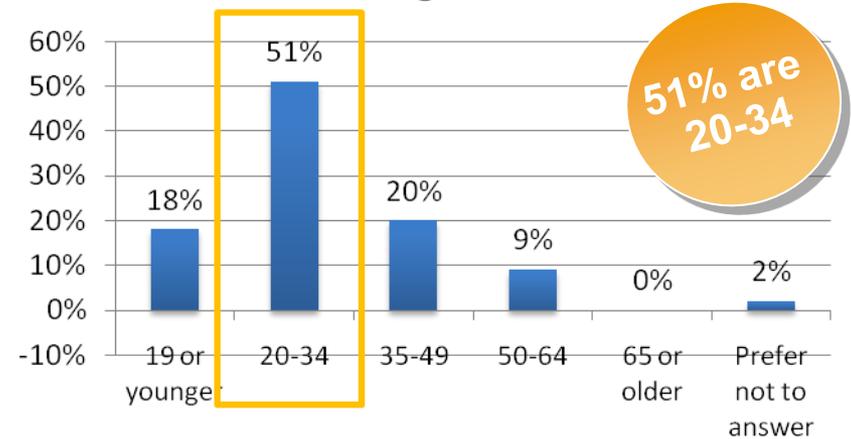
How often do you visit the CDC Web site?



Education



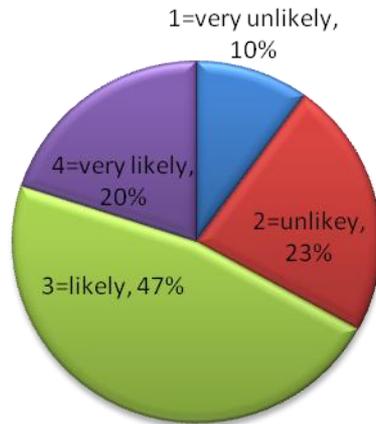
Age



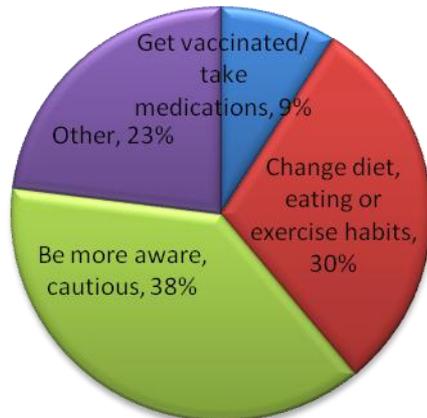
Students (N=2,251)



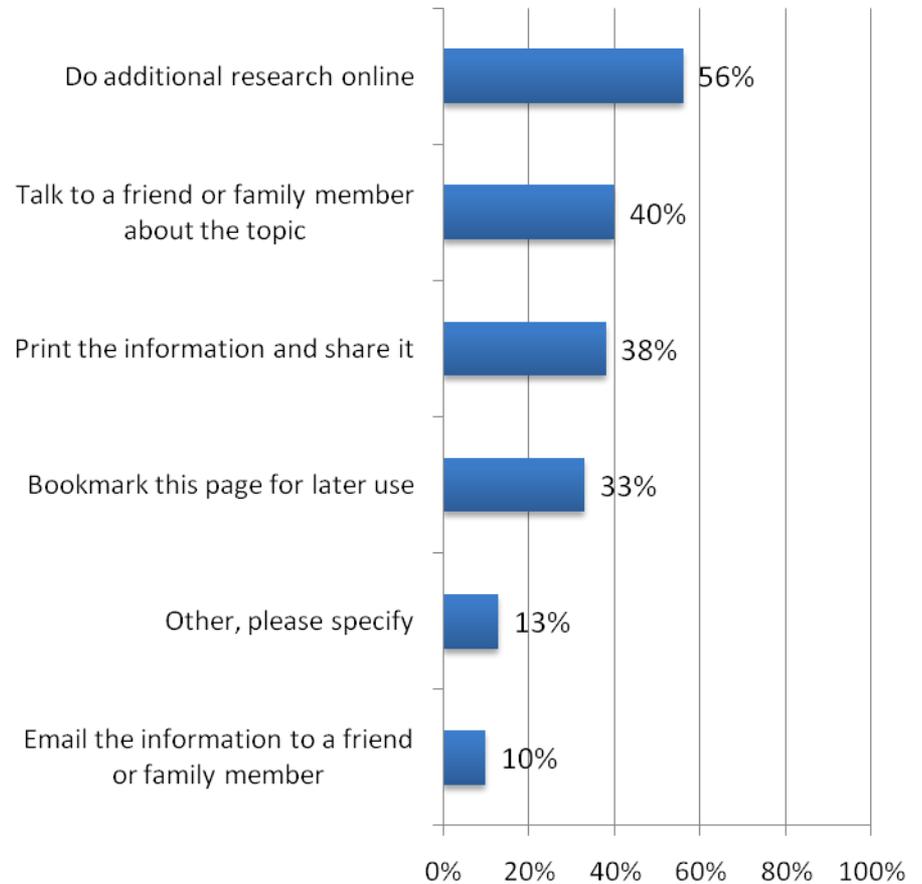
Based on your experience with the CDC Web site today, how likely are you to do anything different to improve your health? For example, reduce risky sexual behavior, get vaccinations, change your eating and exercising habits, etc.



Based on your experience with the CDC Web site today, how likely are you to do anything different to improve your health?



After using the CDC.gov website how likely are you to do the following?

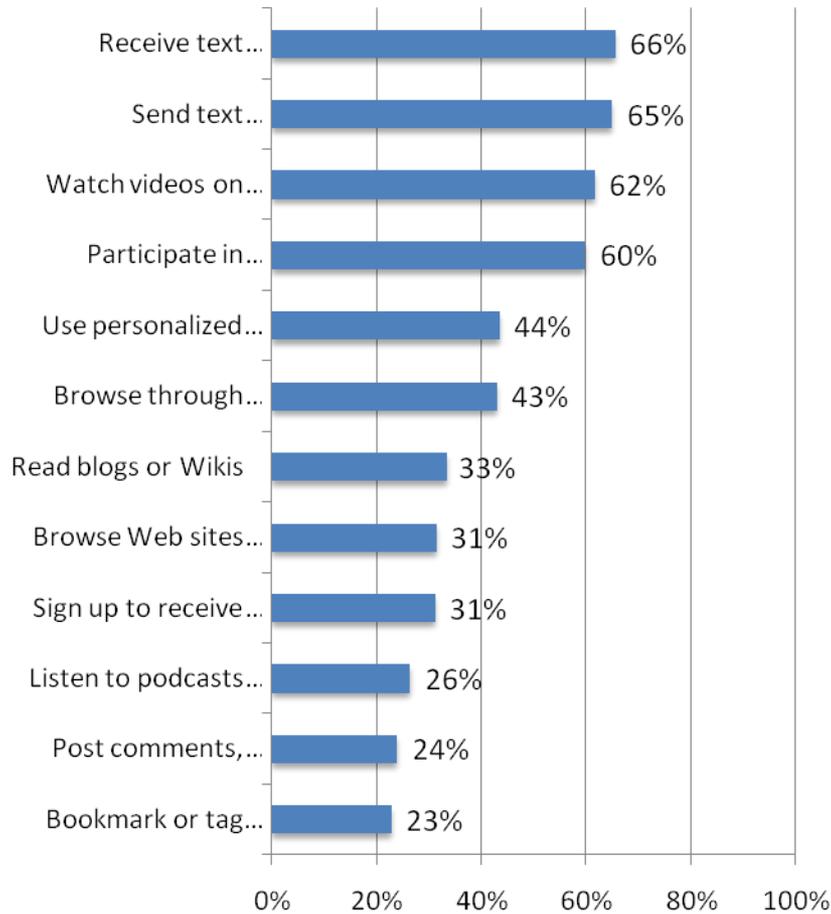


Note: Only the most popular answer choices are shown for these graphs.

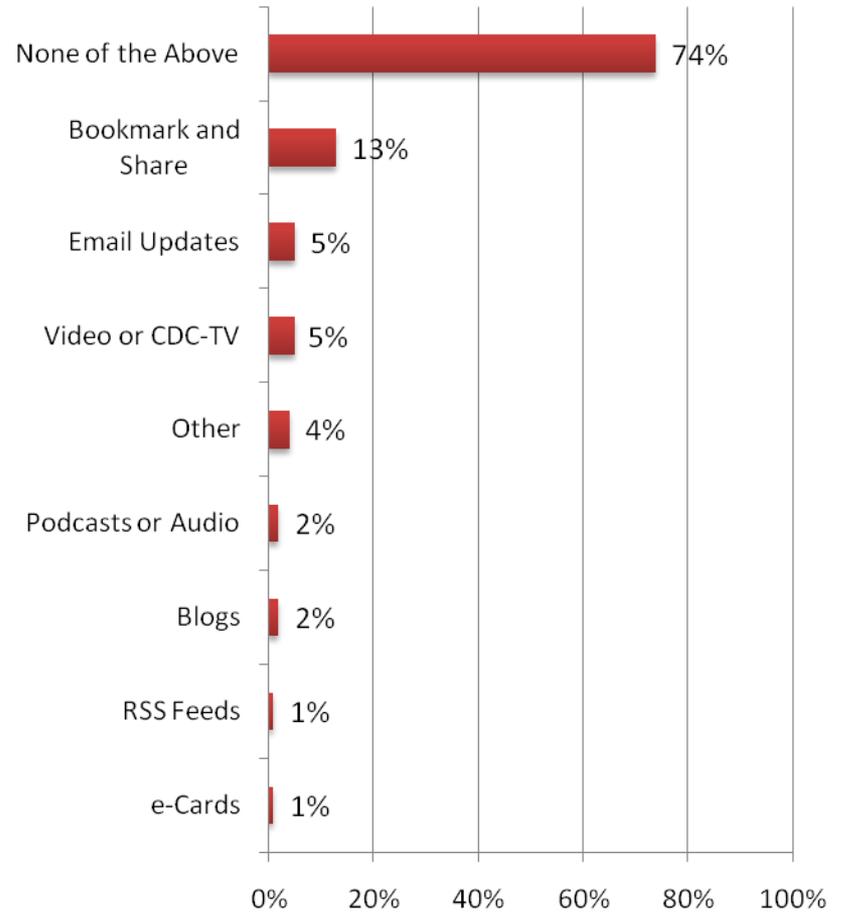
Students (N=2,251)



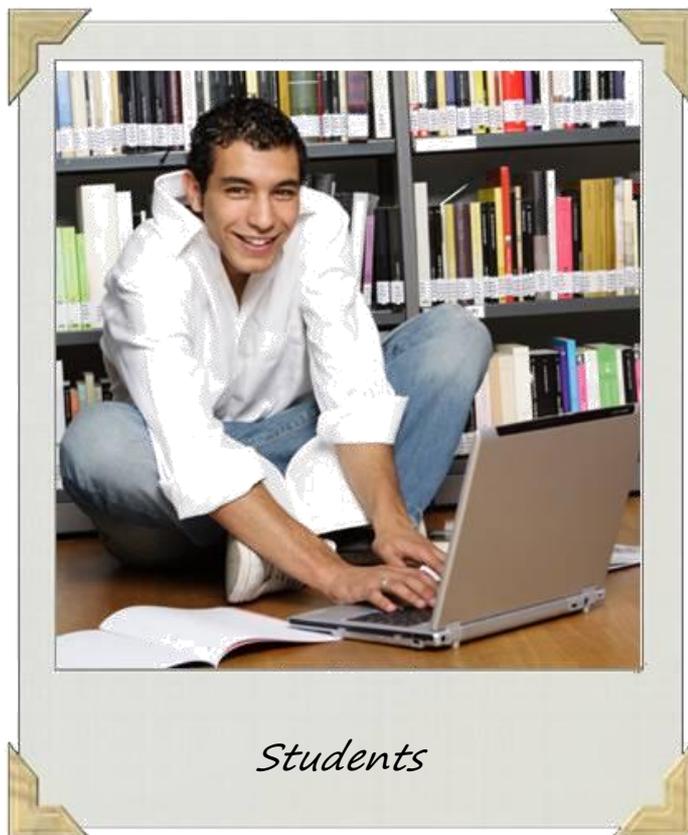
Social Media Activities in the Past 3 Months



Activities performed on CDC.gov



Note: Only the most popular answer choices are shown for these graphs.



Summary

- Looking for data & statistics (37%), diseases & conditions (15%), disease prevention (5%), healthy lifestyles / health promotion (5%)
- Successfully find what they are looking for (51%)
- Infrequent users (62%)
- Younger than middle-aged, 20-34 (51%)
- College degree (49%)
- Users are female (76%), male (21%) and prefer not to answer (3%)

Customer Satisfaction: 80

Public Health Professionals (N=1,366)



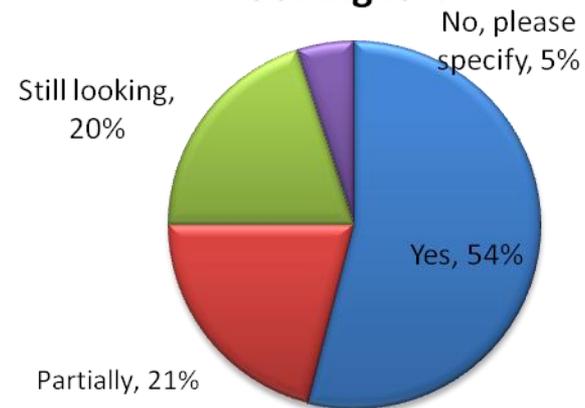


Customer Satisfaction: 78

What type of information were you looking for:

- 20% Data & Statistics
- 10% Disease Prevention
- 9% Diseases & Conditions
- 7% Resources for Public Health Programs
- 7% H1N1 Flu
- 47% *Other*

Were you able to find what you were looking for?



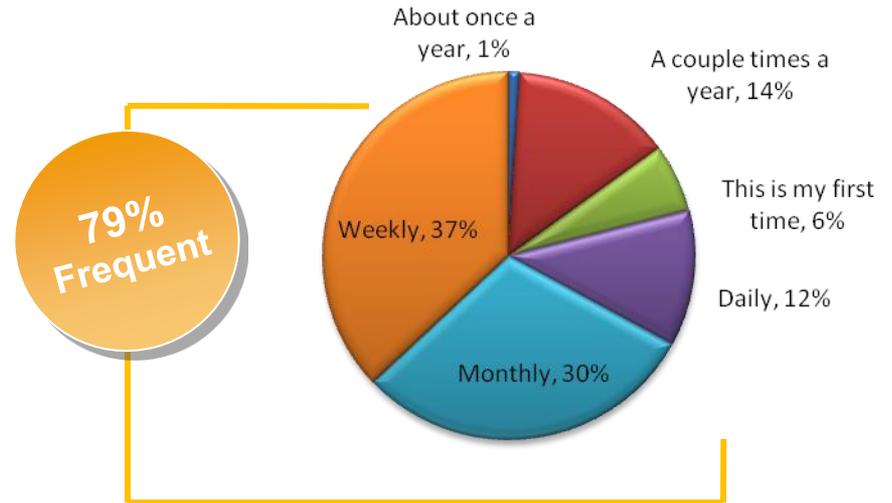
Public Health Professionals (N=1,366)



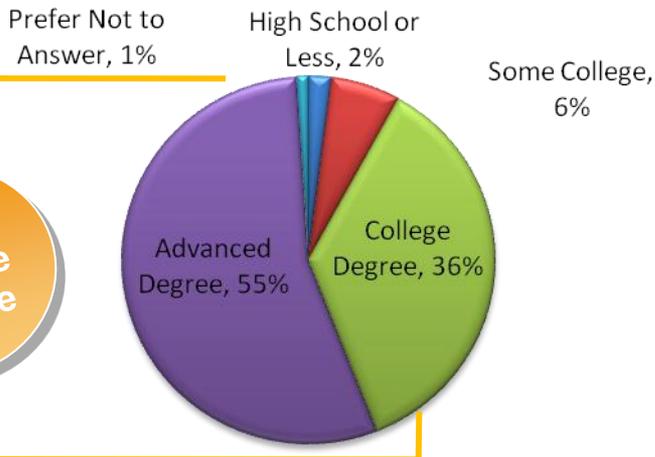
Who are these users?

- 70% state or local public health professional
- 30% not-for-profit public health professional

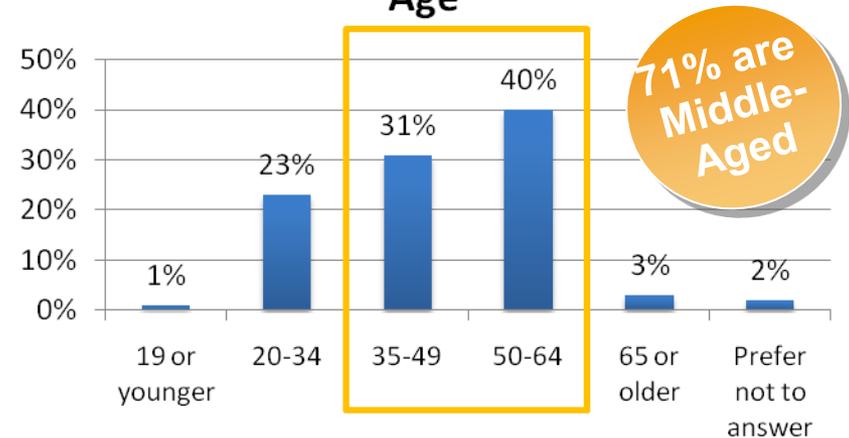
How often do you visit the CDC Web site?



Education



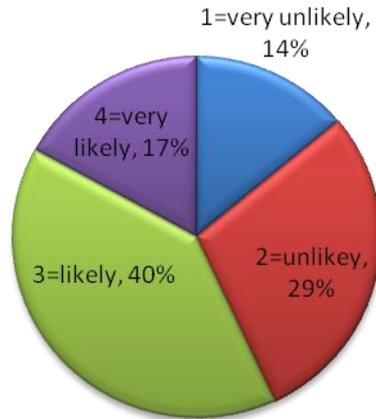
Age



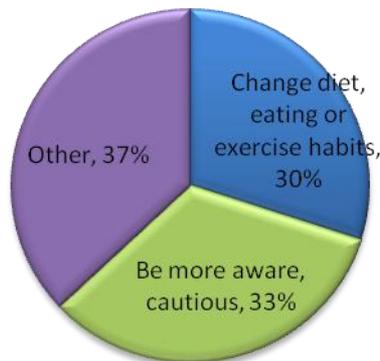
Public Health Professionals (N=1,366)



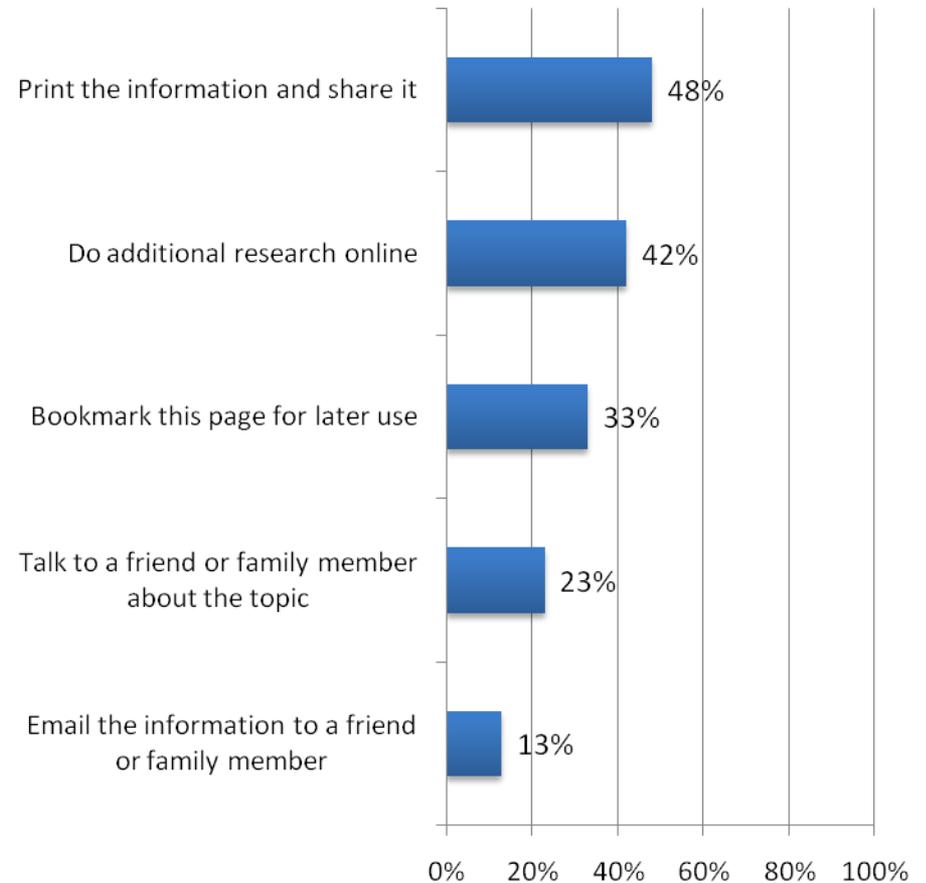
Based on your experience with the CDC Web site today, how likely are you to do anything different to improve your health? For example, reduce risky sexual behavior, get vaccinations, change your eating and exercising habits, etc.



Based on your experience with the CDC Web site today, how likely are you to do anything different to improve your health?



After using the CDC.gov website how likely are you to do the following?

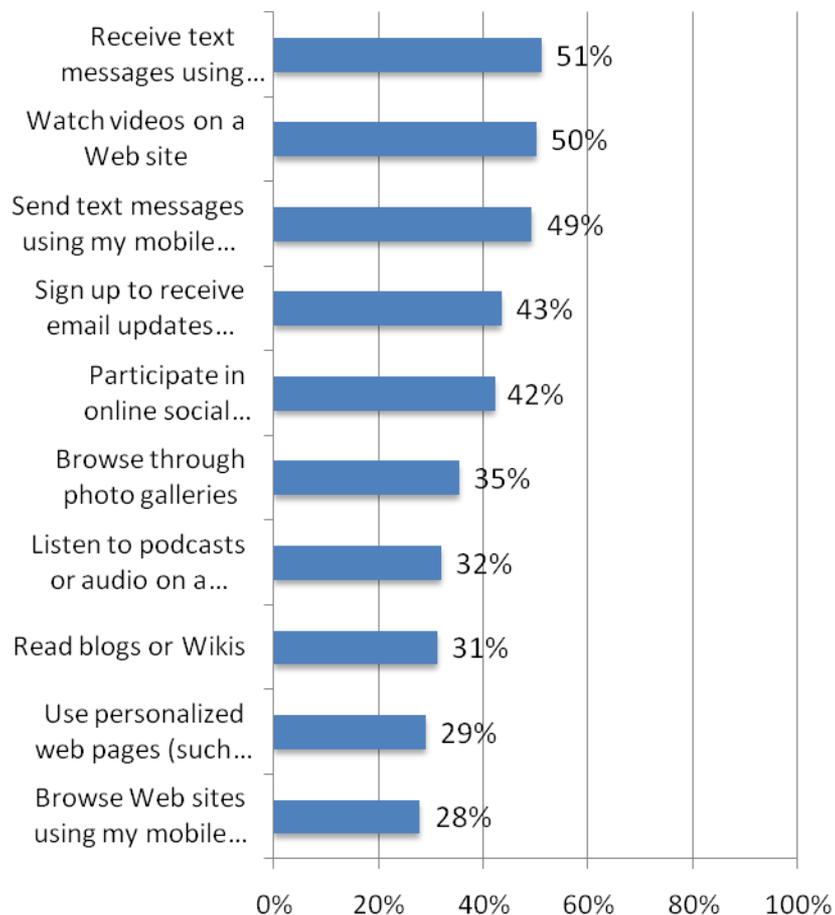


Note: Only the most popular answer choices are shown for these graphs.

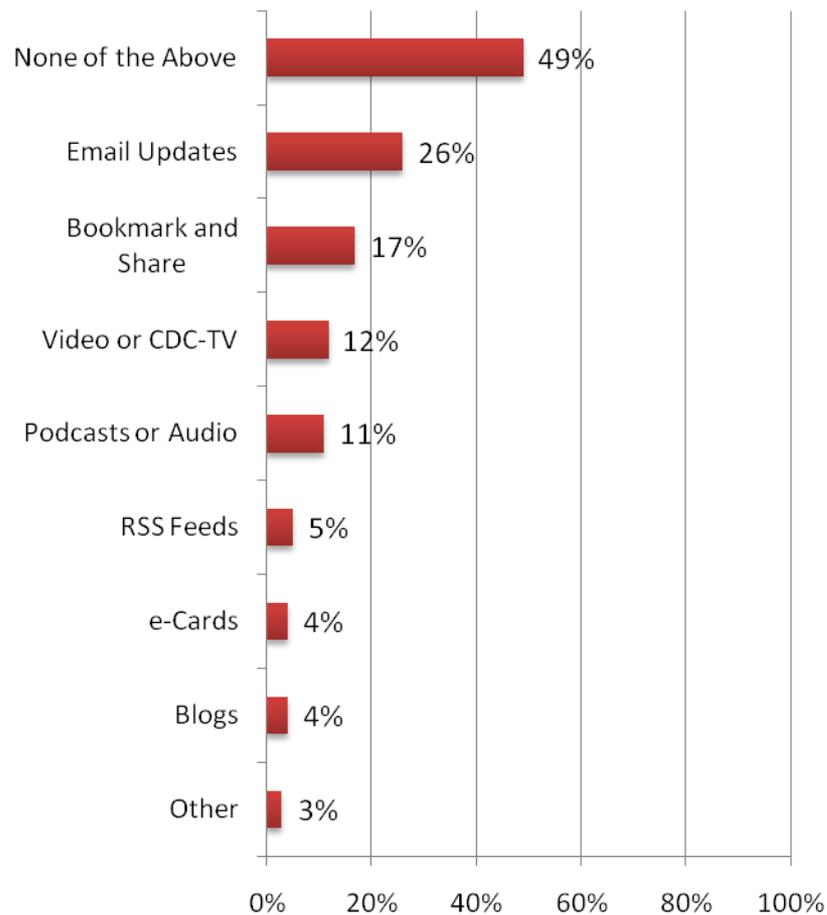
Public Health Professionals (N=1,366)



Social Media Activities in the Past 3 Months



Activities performed on CDC.gov



Note: Only the most popular answer choices are shown for these graphs.



Summary

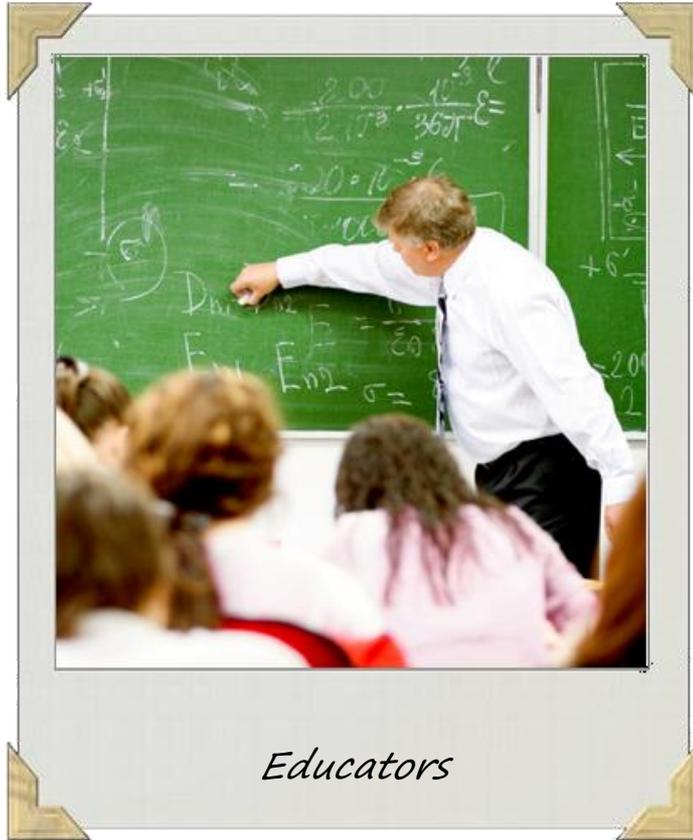
- Looking for data & statistics (20%), disease prevention (10%), diseases & conditions (9%), resources for public health programs (7%), H1N1 Flu (7%)
- Successfully find what they are looking for (54%)
- Frequent users (79%)
- Middle-aged, 35 – 64 (71%)
- College degree (91%)
- Users are female (72%), male (26%) and prefer not to answer (2%)

Customer Satisfaction: 78

Educators (N=1,095)



Educators (N=1,095)

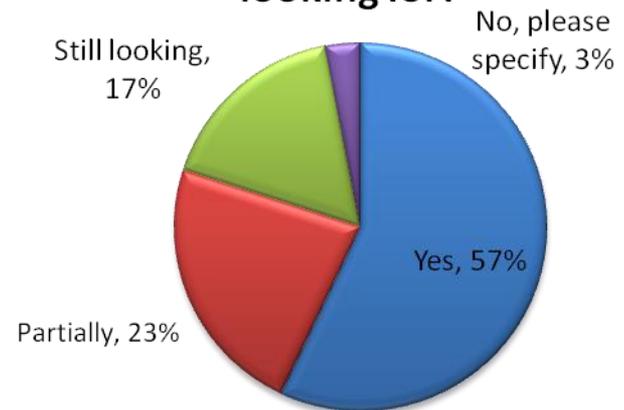


Customer Satisfaction: 81

What type of information were you looking for:

- 22% Data & Statistics
- 14% Professional Training / Education Materials
- 9% Diseases & Conditions
- 45% *Other*

Were you able to find what you were looking for?



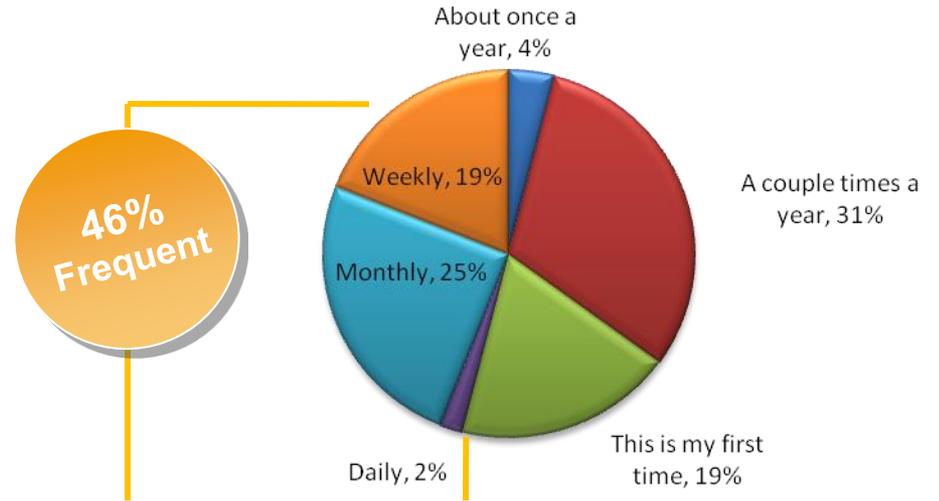
Educators (N=1,095)



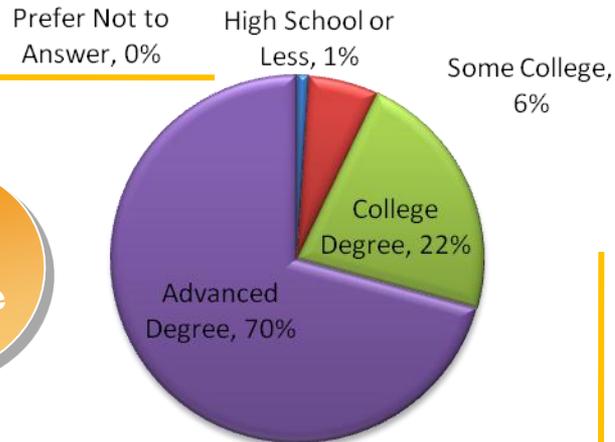
Who are these users?

- 100% are educators

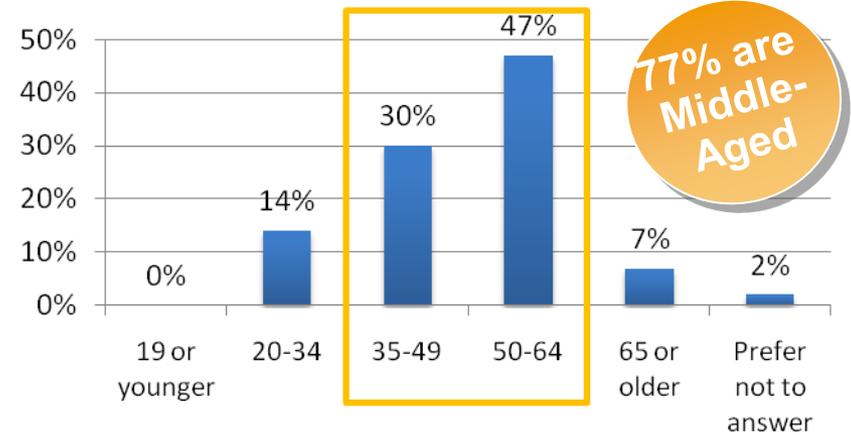
How often do you visit the CDC Web site?



Education



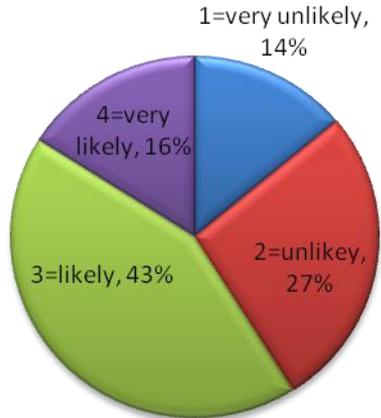
Age



Educators (N=1,095)



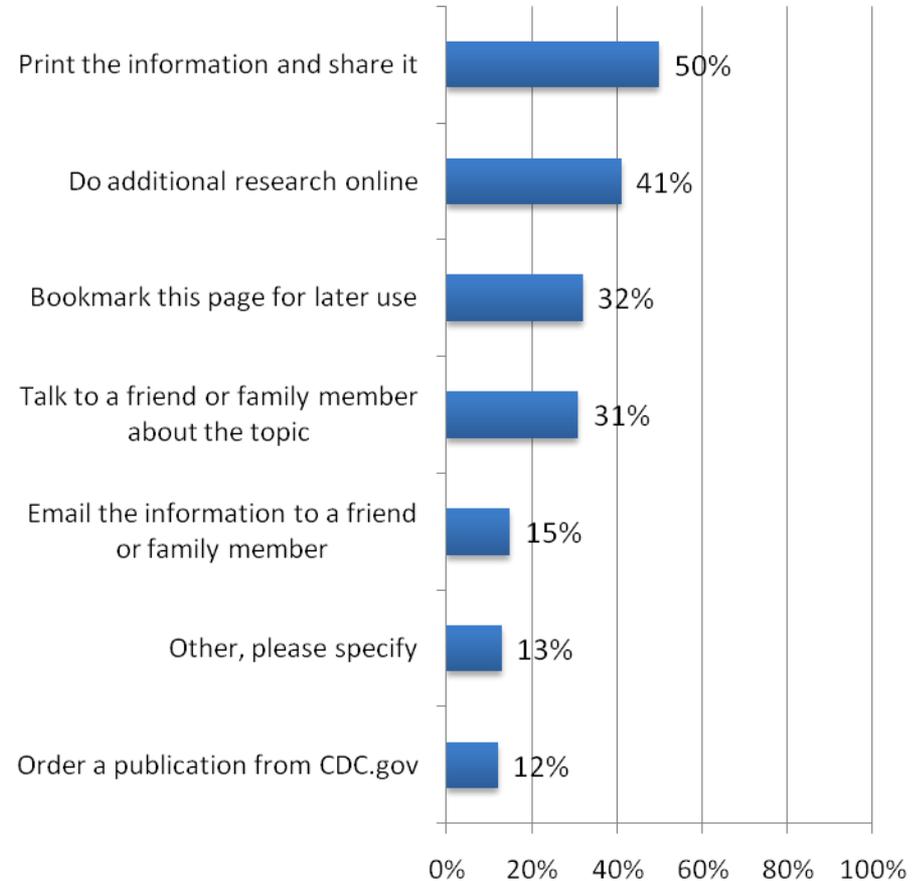
Based on your experience with the CDC Web site today, how likely are you to do anything different to improve your health? For example, reduce risky sexual behavior, get vaccinations, change your eating and exercising habits, etc.



Based on your experience with the CDC Web site today, how likely are you to do anything different to improve your health?



After using the CDC.gov website how likely are you to do the following?

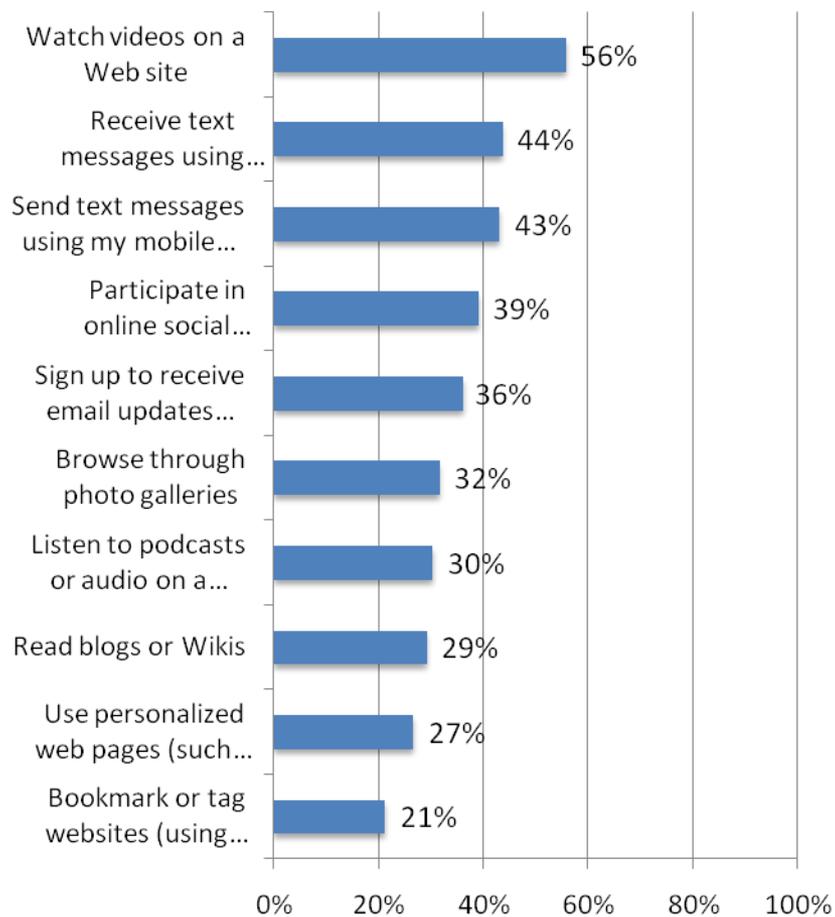


Note: Only the most popular answer choices are shown for these graphs.

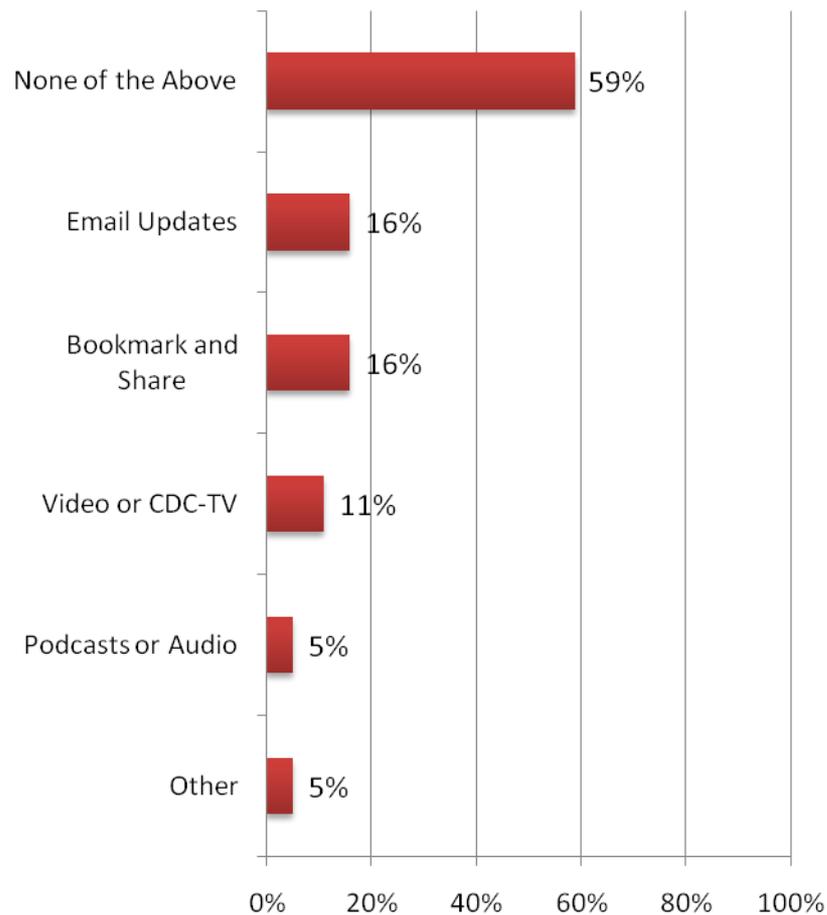
Educators (N=1,095)



Social Media Activities in the Past 3 Months

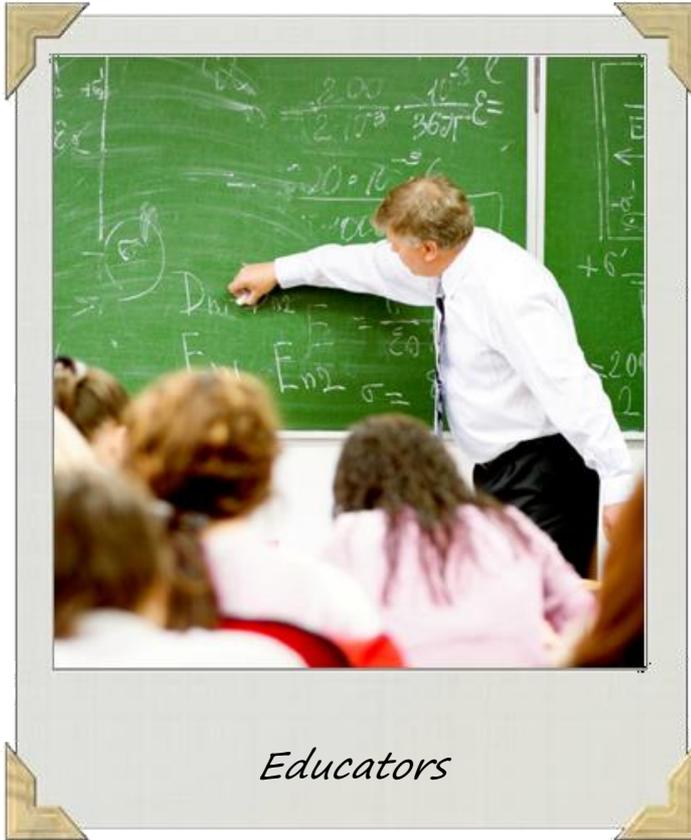


Activities performed on CDC.gov



Note: Only the most popular answer choices are shown for these graphs.

Educators (N=1,095)



Summary

- Looking for data & statistics (22%), professional training / education materials (14%), diseases & conditions (9%)
- Successfully find what they are looking for (57%)
- Frequent users (46%)
- Middle-aged, 35 – 64 (77%)
- College degree (92%)
- Users are female (59%), male (37%) and prefer not to answer (3%)

Customer Satisfaction: 81

Researchers (N=1,081)



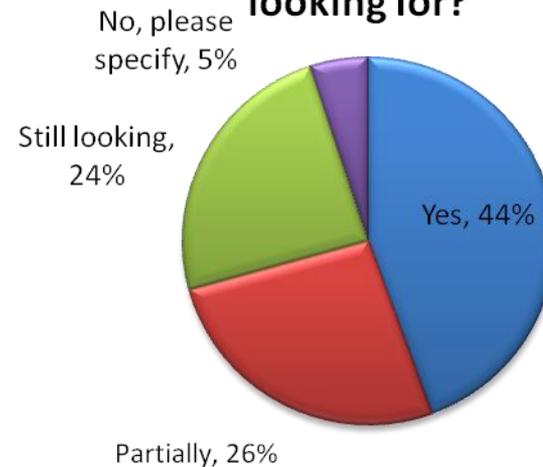


Customer Satisfaction: 72

What type of information were you looking for:

- 46% Data & Statistics
- 6% Diseases & Conditions
- 6% Workplace Safety & Health
- 5% H1N1 Flu
- 37% *Other*

Were you able to find what you were looking for?



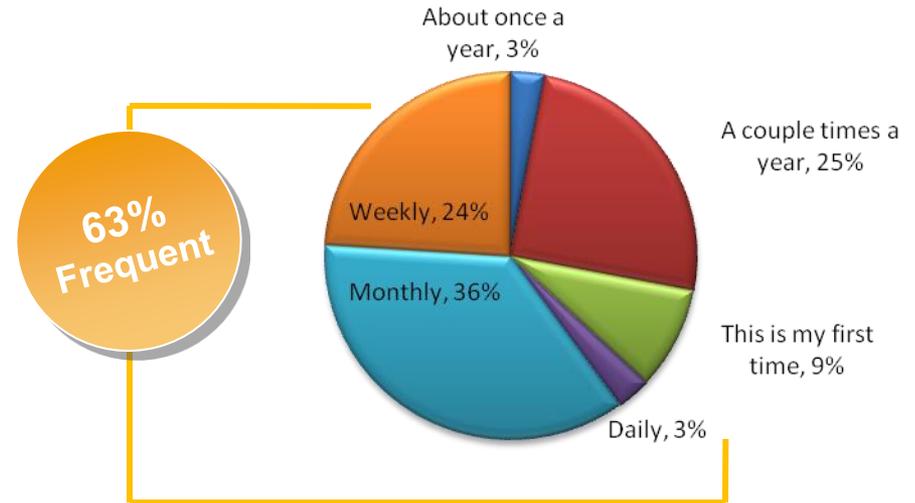
Researchers (N=1,081)



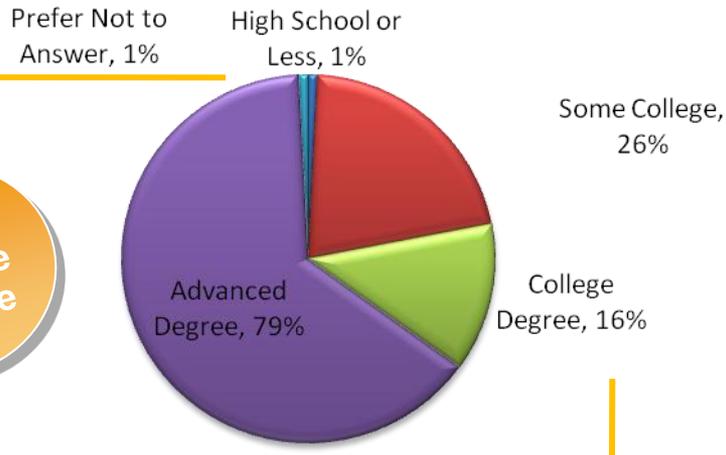
Who are these users?

- 100% are researchers

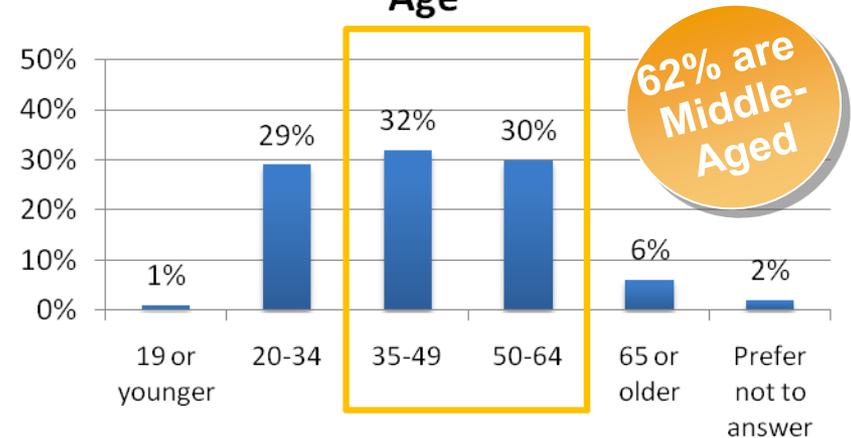
How often do you visit the CDC Web site?



Education



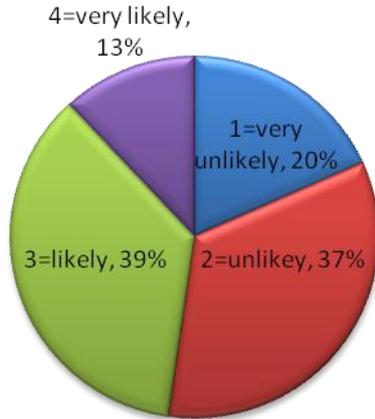
Age



Researchers (N=1,081)



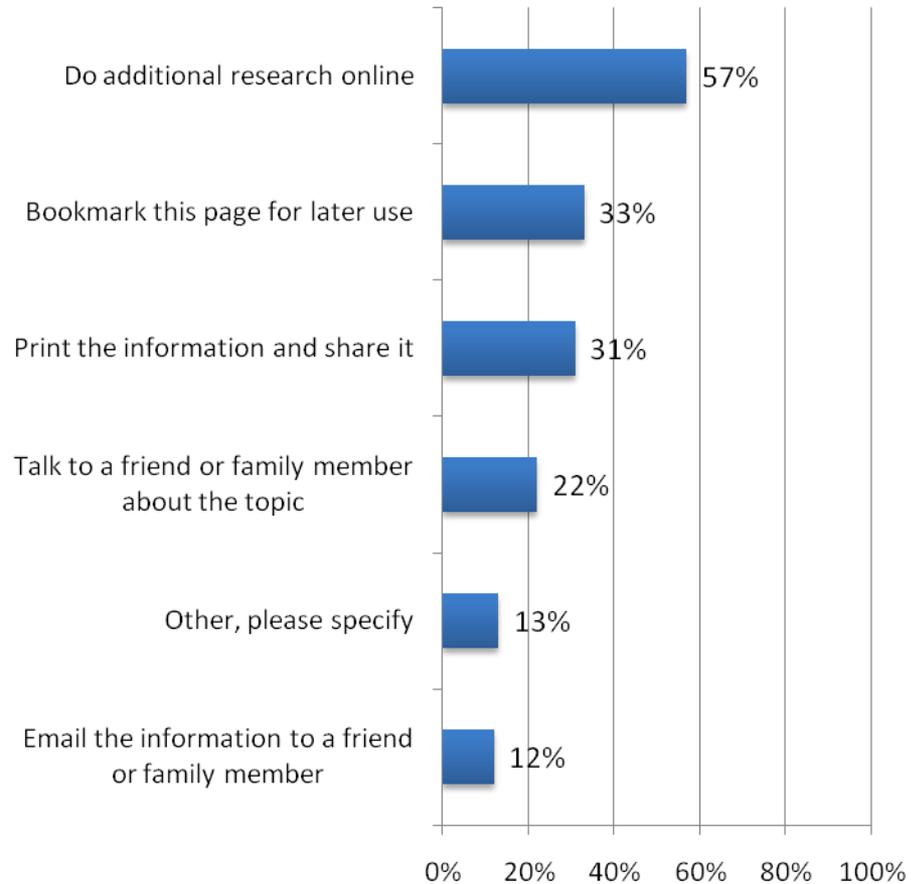
Based on your experience with the CDC Web site today, how likely are you to do anything different to improve your health? For example, reduce risky sexual behavior, get vaccinations, change your eating and exercising habits, etc.



Based on your experience with the CDC Web site today, how likely are you to do anything different to improve your health?



After using the CDC.gov website how likely are you to do the following?

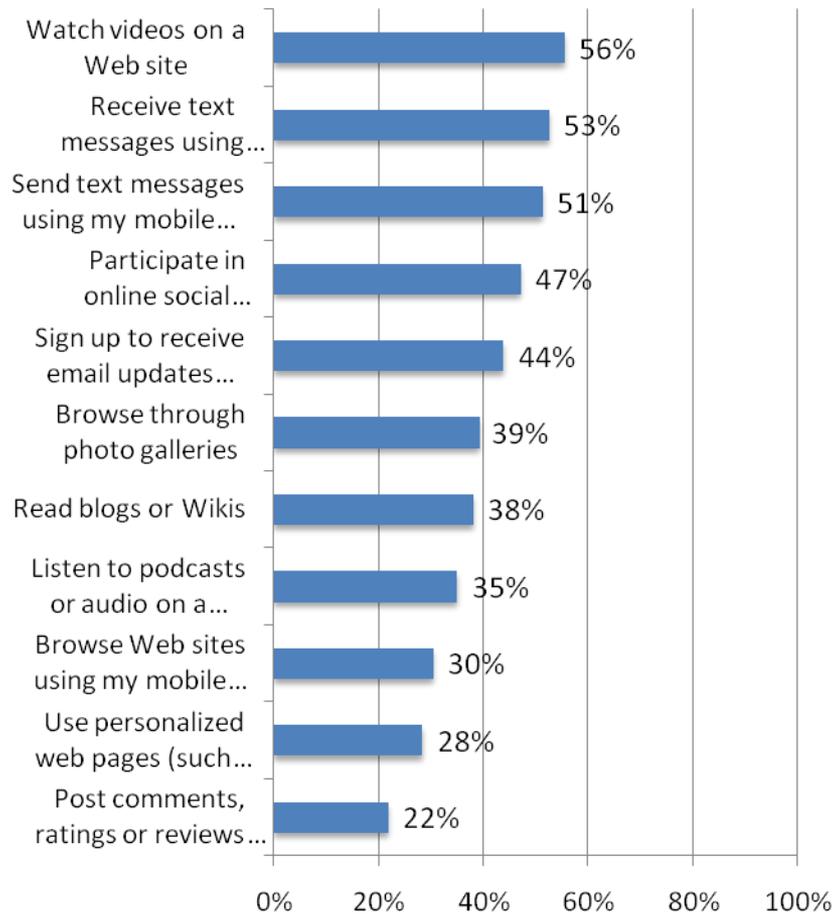


Note: Only the most popular answer choices are shown for these graphs.

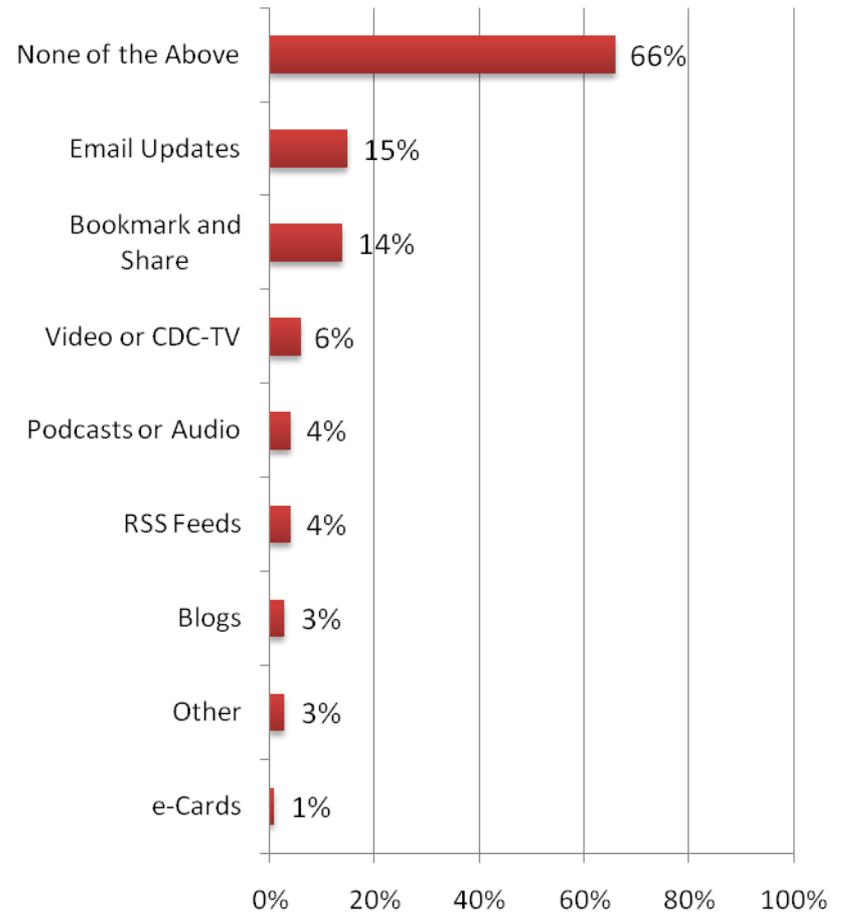
Researchers (N=1,081)



Social Media Activities in the Past 3 Months



Activities performed on CDC.gov



Note: Only the most popular answer choices are shown for these graphs.

Summary

- Looking for data & statistics (46%), diseases & conditions (6%), workplace safety and health (6%), H1N1 Flu (5%)
- Successfully find what they are looking for (44%)
- Frequent users (63%)
- Middle-aged, 35 – 64 (62%)
- College degree (95%)
- Users are female (59%), male (37%) and prefer not to answer (3%)



Researchers

Customer Satisfaction: 72