

GobiernoUSA.gov Audience

Audience Snapshot *

- 50% male, 50% female
- 66% of visits to GobiernoUSA.gov are from US; 34% from outside the US
- Largest age group: 45-54 yrs old
- Largest income segment: 40-59,999K household income
- Largest HH size group 4

*comScore, April 2011

Site Metrics & Growth (FY2010)**

- Visits: 4.3 million (↑183% over 2009)
- Return Visitors: 163,199 (↑35% over 2009)
- Top 5 Pages:
 - [Homepage](#)
 - [Immigration & Citizenship](#)
 - [Employment](#)
 - [Benefits & Financial Assistance](#)
 - [Newcomers to the United States](#)
- Top Referring Sites & Implications
 - Direct Traffic (81%): high brand recognition
 - Google (3.31%): excellent search optimization & Google Page Rank
 - USA.gov (2.99): effective use of cross-site referrals & language toggles
 - Univision (1.49): successful outreach through content syndication
- Subscribers to e-mail alerts: 32,540 (↑61% over 2009)

** WebTrends

GobiernoUSA.gov Social Media Audience (FY2010)

- Facebook Fans: 2,394
 - Fan Growth Rate: ↑204% over 2009
 - Fans as of April 2011: 3,995
- Twitter followers: 4,441
 - Follower Growth Rate: ↑170% over 2009
 - Followers as of April 2011: 39,592
- YouTube subscribers to date 162 (Launched October, 2010)
 - Channel view: 104,383

Article Syndication in 2010

- 24 articles with a circulation in 2010 of over 3.4 million

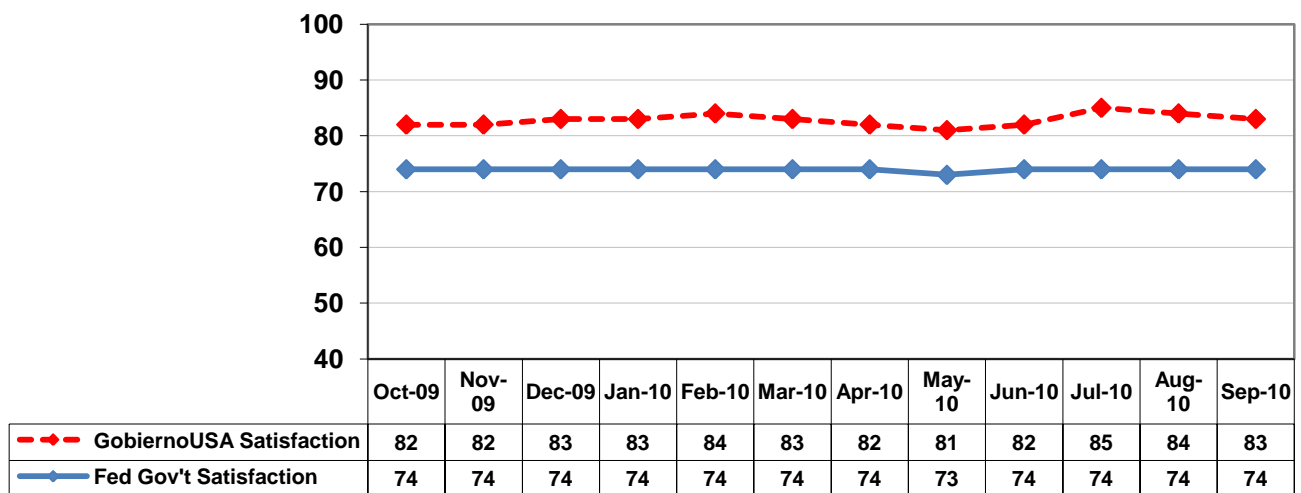
Engagement features Launched between March and May 2011:

- GobiernoUSA.gov Mobile visits: 12,173 ↑ 102% since March
- Mobile App Gallery launched in April: 7 mobile sites and 2 Apps in Spanish (Launched in April)
- GobiernoUSA.gov user generated comments (Launched in May)

Coordinated response to Japan Earthquake, Tsunami and Nuclear Accident

- Japan Tsunami response pages on Homepage rotator: 8,765 visits
- Japan widget visits: 38

Customer Satisfaction



- Visitors to GobiernoUSA.gov very satisfied – average score for FY2010 was 83
- On average any given month, 10 points higher than federal government average customer satisfaction rating