



USA.gov Audience

Audience Snapshot *

- 44% male, 56% female
- 84% of visits to USA.gov are from US; 16% 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: 60 million (↑33% over 2009)
- Return Visitors: 3.4 million (↑39% over 2009)
- Top 5 Pages:
 - [Homepage](#)
 - [Government Benefits, Grants, and Financial Aid](#)
 - [A-Z Index of Government Departments and Agencies](#)
 - [Jobs, Education, and Volunteerism](#)
 - [U.S. Federal Government](#)
- Top Search Query Groups (April 2011):
 - National Parks
 - Weather
 - Jobs and Employment
 - Forms
 - Taxes and IRS
- Direct Traffic: 20.0 million (↑93% over 2009)
- Subscribers to e-mail alerts: 230,000 (↑6% over 2009)

*** WebTrends*

USA.gov Social Media Audience (FY2010)

- Facebook Fans: 9,843
 - Fan Growth Rate: ↑221% over 2009
 - Fans as of April 2011: 18,574
- Twitter followers: 26,432
 - Follower growth rate: ↑122% over 2009
 - Followers as of April 2011: 52,080
- YouTube subscribers: 23,940
 - Subscriber growth rate: ↑95% over 2009

- Subscribers as of April 2011: 35,196
- USA.gov Blog Visits: 27,711 since launch on March 1, 2011

Engagement Features Launched in March and April

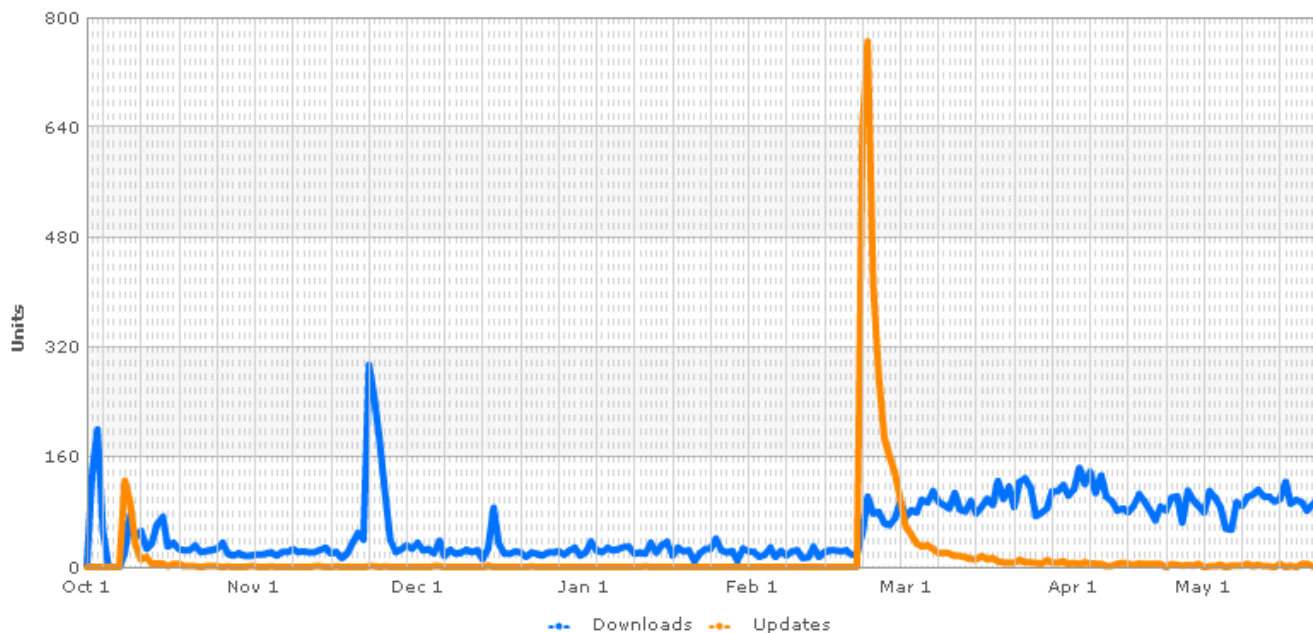
- USA.gov Homepage polls: 7,464 responses in April 2011 (poll was posted for 2 weeks)
- 1.USA.gov URLs shortened by Bit.ly: 516K URLs created with over 3.4M clicks in March and April 2011

Coordinated response to Japan Earthquake, Tsunami and Nuclear Accident

- Japan Tsunami response pages on Homepage rotator: 67,463 visits
- Japan widget visits: 1,294,121

USA.gov iPhone App Installs

- 12,652 installs to date (launched 10/2010)
 - Average of 55 installs per day



USA.gov email, web chat, and 1-800-FED-INFO phone calls (FY2010)

- Emails answered: 45,488
- Web chats: 21,346
- Phone calls answered by an agent: 555,188
- Phone calls answered by the automated menu system (IVR): 421,538