



#virus

## Data Science High Frequency Indicators

# Visits to CDC Websites Have Spiked

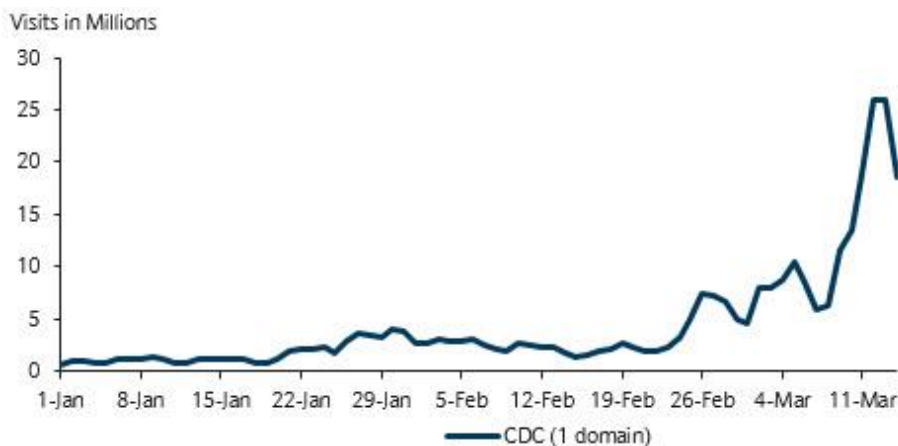
**Visits to the Centers for Disease Control and Prevention (CDC) domain have seen significant spikes of interest since late-January (Figure 1), with visit volume jumping to more than 25mn daily, from less than 5mn per day in February.**

The CDC is the leading national public health institute of the United States. People use the website for information on the COVID-19 epidemic; including symptoms of the illness, how to best avoid infections, what to do if infected, and macro information about the spread of the disease. The US federal government publishes traffic data for its websites, allowing us to track the number of visits to cdc.com in the past.

Since March 12, the CDC has received more daily hits than the other 443 tracked federal websites combined.

One important note about this data: there are notable dips recently on weekends, which may reflect the fact that the CDC website is not updated on Saturdays or Sundays.

FIGURE 1  
Visits to CDC domain



Source: analytics.usa.gov, Barclays Research

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Special Report | Research

16 March 2020

### INDUSTRY UPDATE

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## CDC Domain Visits Can Help Us Track How Many People Are Seeking Official Resources and Help for COVID-19

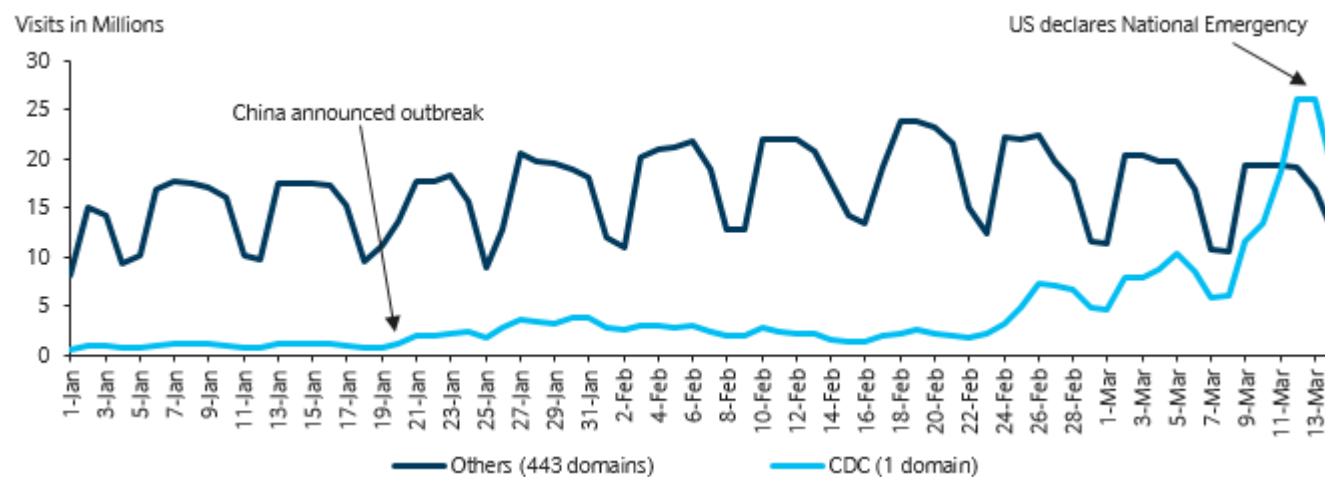
The Centers for Disease Control and Prevention (CDC) is a United States federal agency under the Department of Health and Human Services. It is the agency responsible for federal responses to infectious disease outbreaks in the US and around the world. The website publishes information about diseases, and people can use it as a source for understanding symptoms, what to do if infected, and receiving official information about epidemics and government responses.

The CDC provides daily the number of visits to their websites, along with other government agencies, on analytics.usa.gov. Analytics.usa.gov is a website of the government of the United States, created through a collaboration with GSA's Digital Analytics Program and 18F, based on unified Google Analytics data for some .gov domains. CDC provides this data using an API. The CDC domain data set provides visits made by users on a daily basis. The highest peak since January 1 was recorded on March 12, with more than 26 million visits for two days in a row.

One important note about this data: there are notable dips recently on weekends, which may reflect the fact that the CDC website is not updated on Saturdays or Sundays. We believe it is important to look through those dips, and make week on week or smooth comparisons when looking at growth rates.

FIGURE 2

The volume of visits to CDC domain has already exceeded the visits to all the other federal domains combined



Source: analytics.usa.gov, Barclays Research

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