



## Insights & Highlights

Here's what people wanted to know from the U.S. Government

**24,327,311**  
Interactions with the public

### Highlight

Due to Midterm Elections in November, **clicks on voting-and election-related Google searches increased 94%** during the first quarter of FY2023. The most-clicked topics from these queries were:

Most-clicked topics on voting and elections		
1. voter registration	910,986 clicks	37% increase
2. how, where, and when to vote	274,755 clicks	232% increase
3. presidential election process	260,664 clicks	107% increase

Increases in this section are based on comparisons to FY2022 Q4.

### Top 5 pages

These were the most frequently visited **USA.gov** pages, excluding the homepage, between October and December 2022.

#1		<b>Getting or renewing a U.S. passport</b>	1,389,818 unique pageviews
#2		<b>Unclaimed money from the government</b>	571,050 unique pageviews
#3		<b>Change your address and other U.S. Post Office services</b>	491,834 unique pageviews
#4		<b>Confirm you are registered to vote</b>	463,034 unique pageviews
#5		<b>Change your voter registration</b>	395,083 unique pageviews

### Emails with the highest open rate

**#1** Your online order never came. Now what? 65% opened

**#2** Protect your identity and your credit status 62% opened

**#3** Prepare for disasters with the FEMA app 61% opened

**#4** Watch out for common scam ploys 60% opened

**#5** Cold weather safety tips for seniors 59% opened



To view other USAgov data visit <https://www.usa.gov/website-analytics/>