

# 2013 SURVEY-BASED EVALUATION OF CHANDRA.SI.EDU



FROM 2011-2013, CHANDRA HAS SHOWN

**530,000**  
Average Daily Web Hits

**16,000,000**  
Average Monthly Web Hits

Most popular item on site: **PODCASTS**

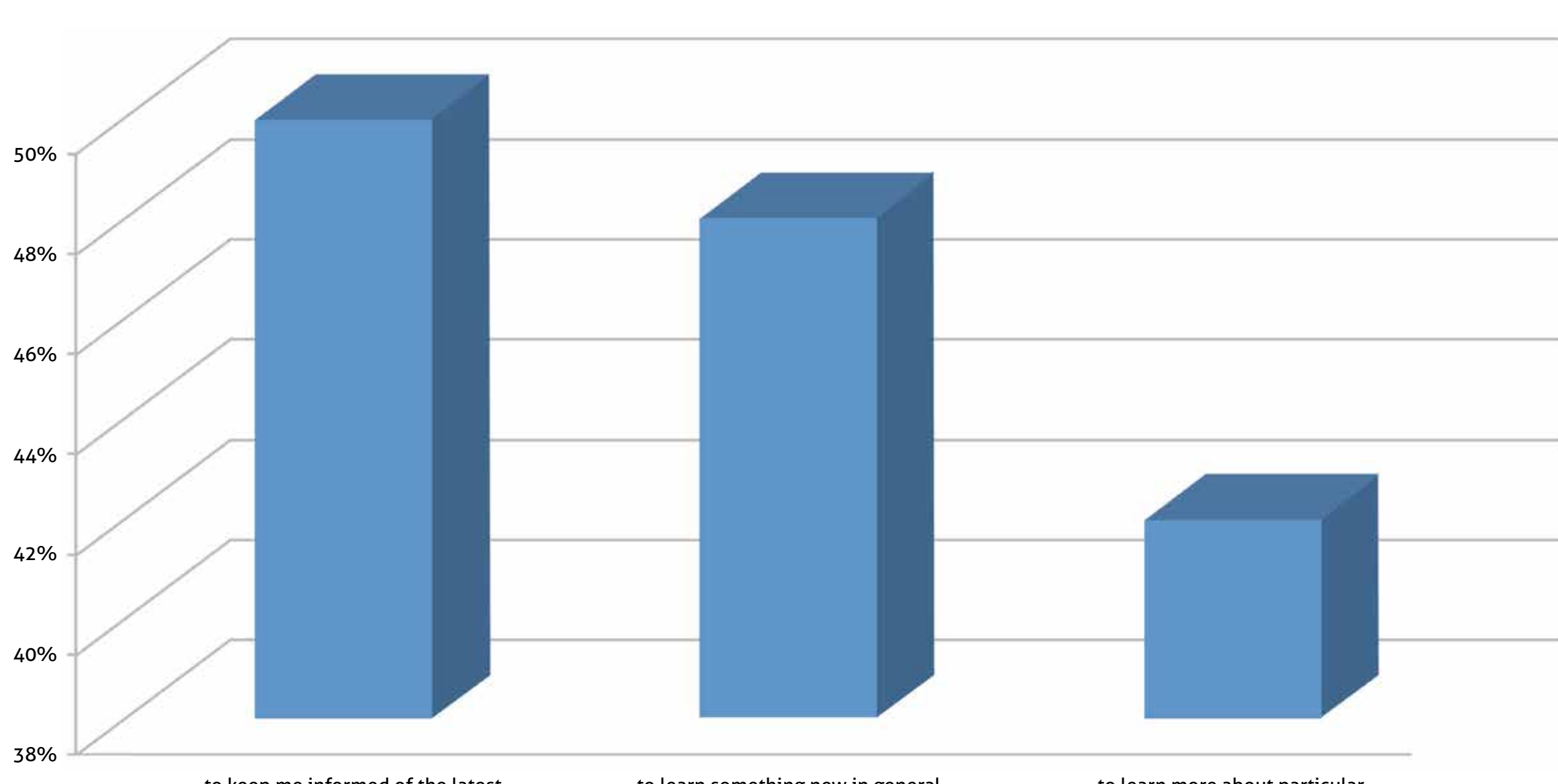
**300,000** Average Monthly Podcasts Hits

**70,000** Average Registered Blog Users

**175,000** Average Following of Chandra RSS Image Feeds (highest of NASA missions)

Participants were asked:

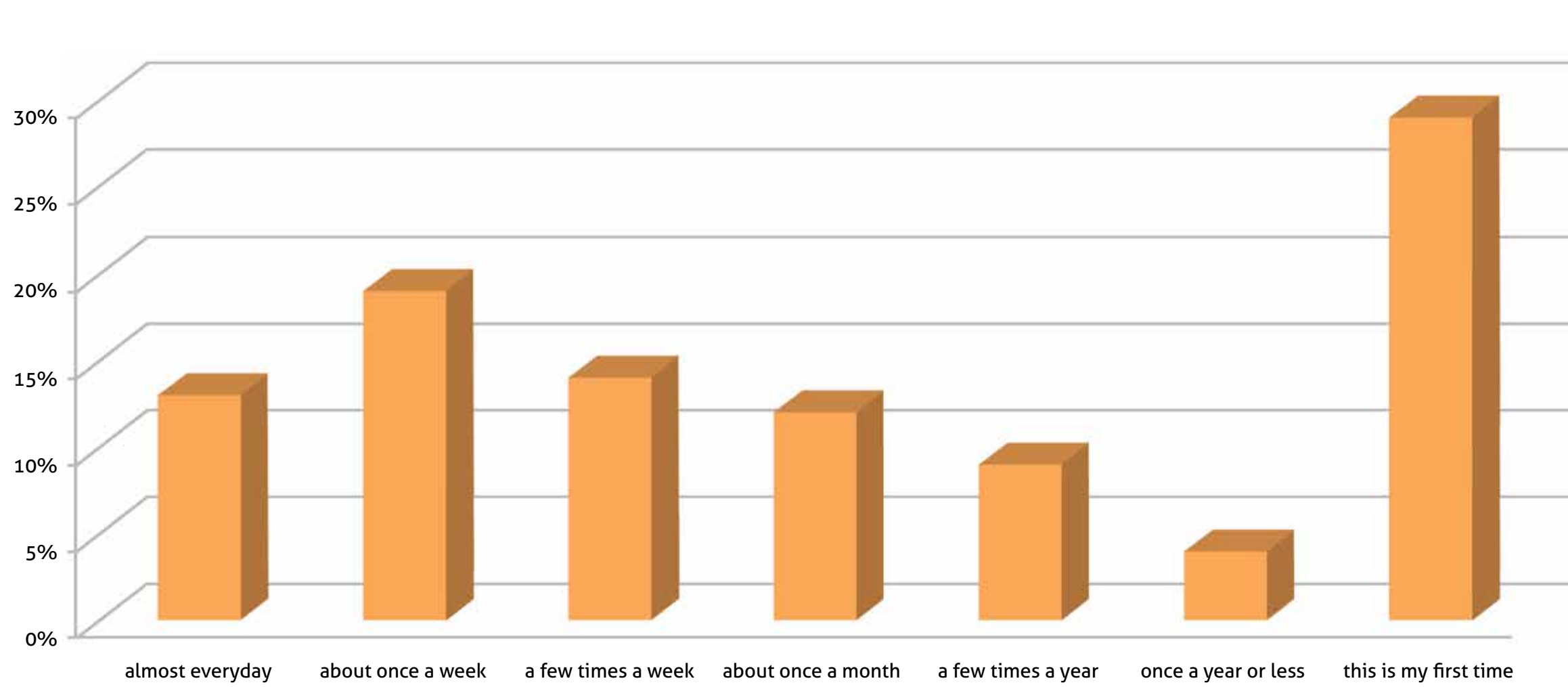
## WHY DO YOU VISIT CHANDRA.SI.EDU?



“I visit the Chandra website for the latest discoveries, and most of all the new images they provide.”

Participants were asked:

## HOW OFTEN DO YOU VISIT CHANDRA.SI.EDU?

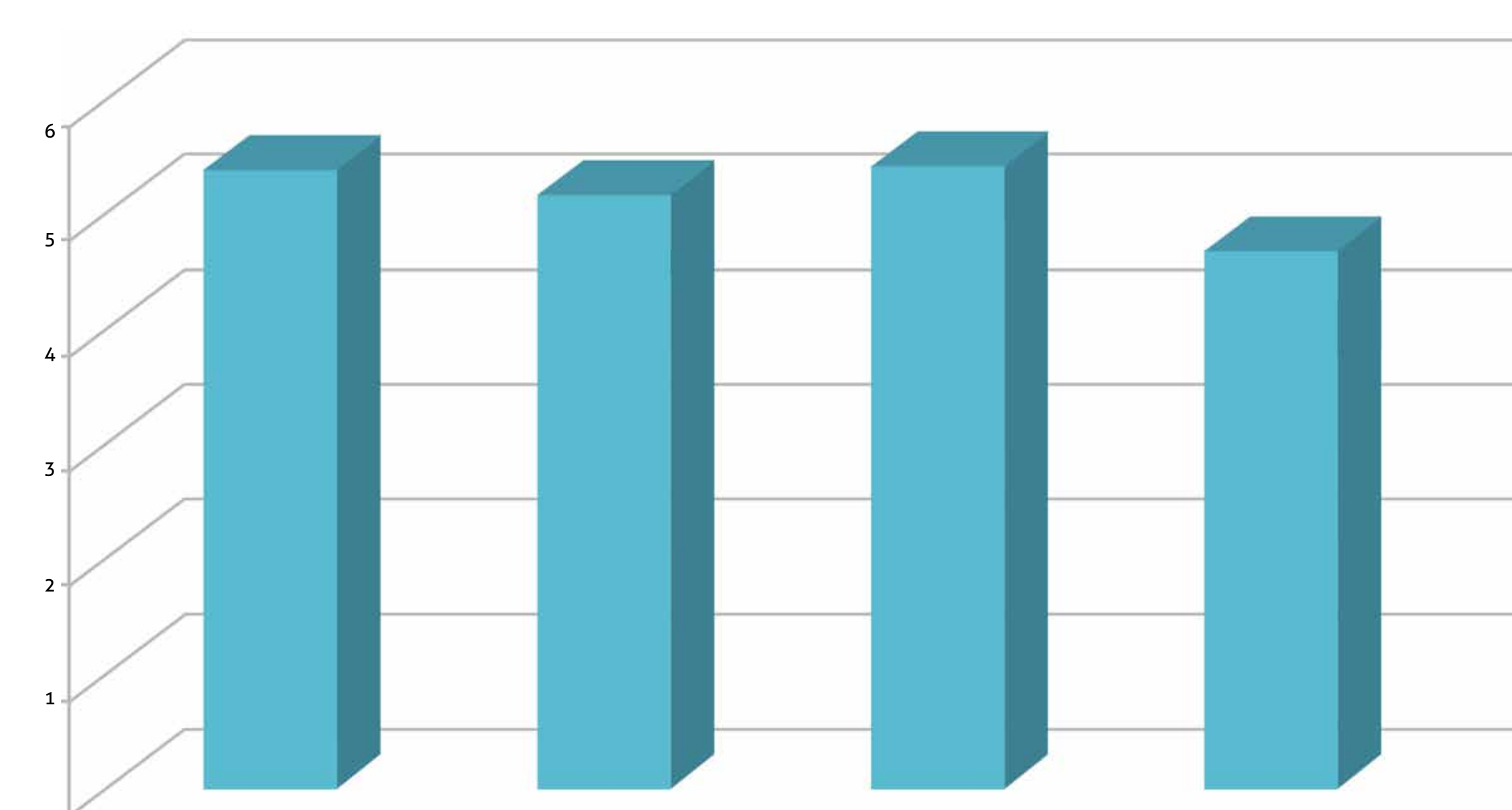


“I love your whole web site - news, videos - and the field guide stuff is the best. I have learned more here than I ever did in high school and college. Keep up the awesome work. Thank you.”

Participants were asked:

## TO WHAT EXTENT HAS YOUR PURPOSE OF VISITING THE CHANDRA WEBSITE BEEN FULFILLED?

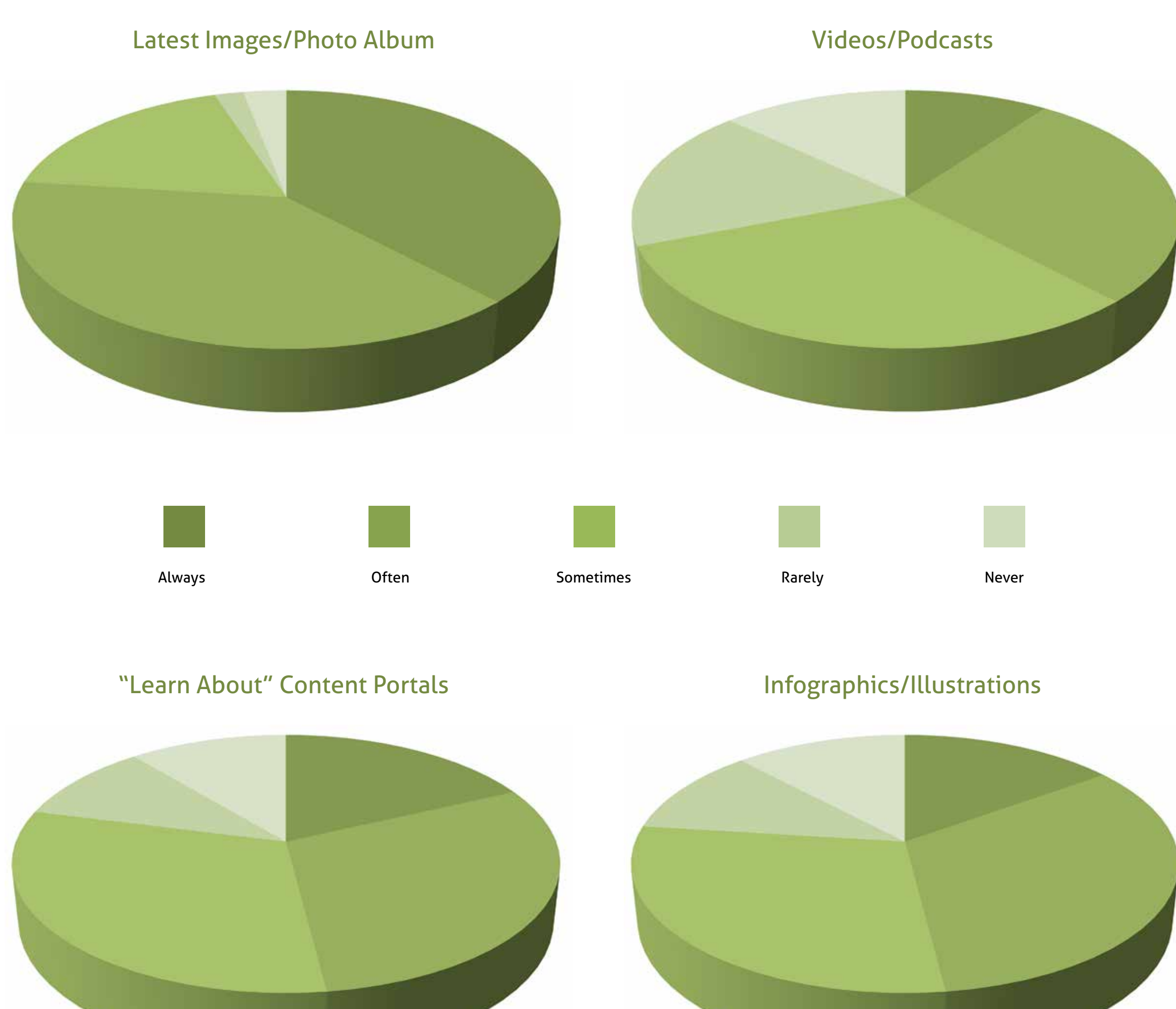
Scale is 1 (strongly disagree) to 6 (strongly agree)



“This site really is a gem of the internet that continues to share the discoveries of this magnificent telescope.”

Participants were asked:

## HOW OFTEN DO YOU ENGAGE WITH EACH SECTION OF THE SITE?



Participants were asked:

## HOW FREQUENTLY DO YOU VISIT OTHER RELATED WEB SITES?

Scale is 1 (never), 2 (sometimes), and 3 (often)



Survey & analysis by GOODMAN RESEARCH GROUP, INC. November 2013

Infographic by NASA/CXC/Chandra EPO group/M.Weiss, K.Arcand.

[HTTP://CHANDRA.SI.EDU](http://chandra.si.edu)