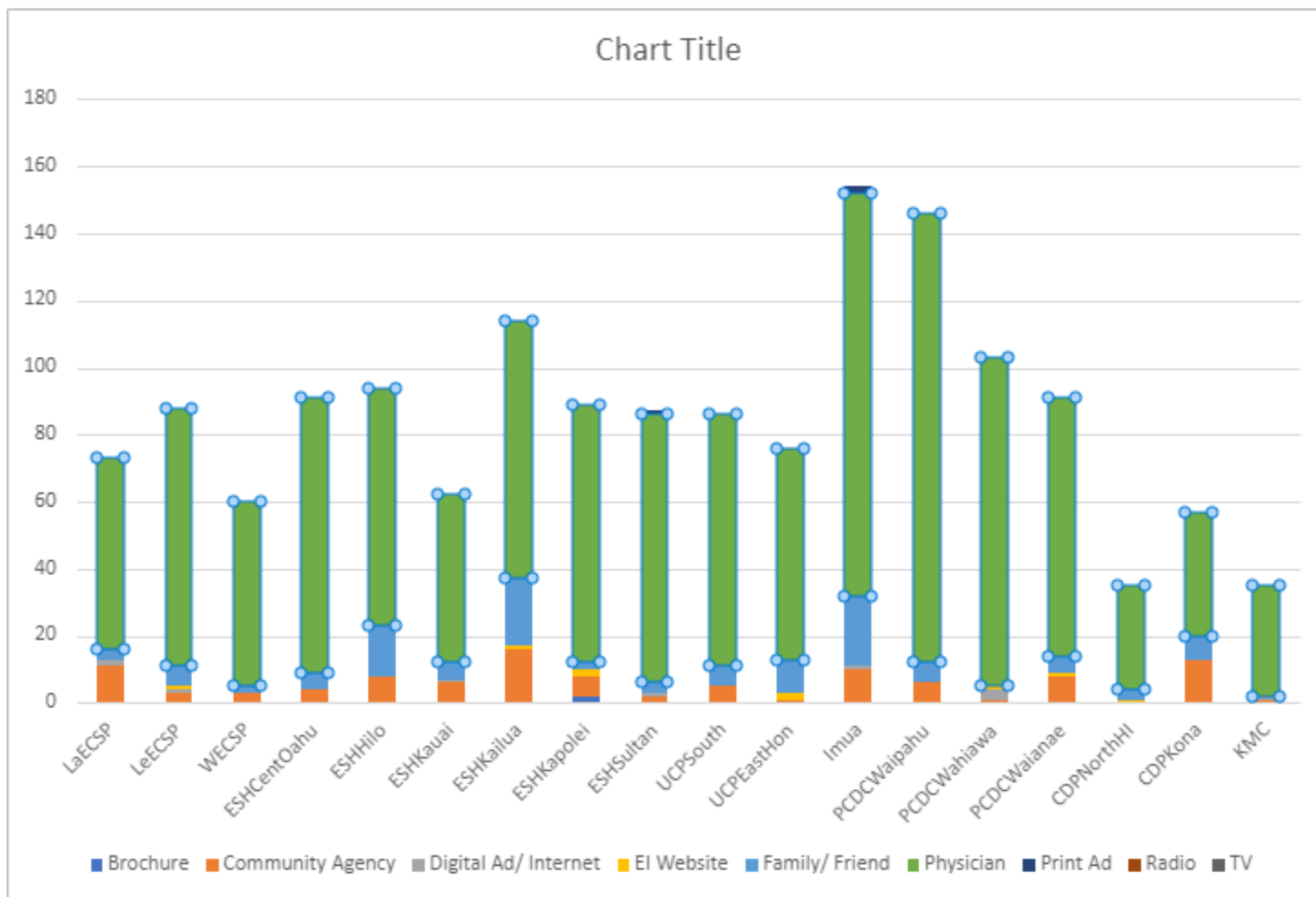


### APR Indicator 5 & 6

2024	Brochure	Community Agency	Digital Ad/ Internet	EI Website	Family/ Friend	Physician	Print Ad	Radio	TV
LaECSP	0	11	2	0	3	57	0	0	0
LeECSP	0	3	1	1	6	77	0	0	0
WECS	0	3	0	0	2	55	0	0	0
ESHCentOahu	0	4	0	0	5	82	0	0	0
ESHHilo	0	8	0	0	15	71	0	0	0
ESHKauai	0	6	1	0	5	50	0	0	0
ESHKailua	0	16	0	1	20	77	0	0	0
ESHKapolei	2	6	0	2	2	77	0	0	0
ESHsultan	0	2	1	0	3	80	1	0	0
UCPSouth	0	5	0	0	6	75	0	0	0
UCPEastHon	0	1	0	2	10	63	0	0	0
Imua	0	10	1	0	21	120	2	0	0
PCDCWaipahu	0	6	0	0	6	134	0	0	0
PCDCWahiawa	0	1	3	1	0	98	0	0	0
PCDCWaianae	0	8	0	1	5	77	0	0	0
CDPNorthHI	0	0	0	1	3	31	0	0	0
CDPKona	0	13	0	0	7	37	0	0	0
KMC	0	1	1	0	0	33	0	0	0
	2	104	10	9	119	1294	3	0	0

In July 2024, views for the whole EIS site and EIS Services page both went up around 200% year-over-year (from January when we started radio up until today). The active users went up even more. For the targeted email, open rates (22.6% to 28.23%) were among the highest among all other campaigns KHON is currently running, while average open rate for all industries is around 21% and around 23% for healthcare. Average click-thru-rate (CTR) is around 2% for all industries and 3% for healthcare. EI click rate was 2.64% to 3.04%.

### APR Indicator 5 & 6



### APR Indicator 5 & 6

