

Appendix 1 – Website statistics

	1 Feb 2019 to 31 Aug 2019	1 Feb 2018 to 31 Aug 2018	Increase / (Decrease)
Visits	585,440	551,391	34,049
Page views	2,553,849	3,331,033	(777,184)
Unique visitors	373,120	308,814	64,306
Returning visitors	30,729	30,417	312
Devices			
Desktop	268,346 (45.8%)	297,881 (54.0%)	(29,535)
Mobile	267,413 (45.7%)	192,407 (34.9%)	75,006
Tablet	49,681 (8.5%)	61,103 (11.1%)	(11,422)
			34,049
Top 5 Browsers			
Chrome	158,574 (27.1%)	158,655 (28.8%)	(81)
Mobile Safari	136,679 (23.3%)	131,003 (23.8%)	5,676
Chrome Mobile	102,833 (17.6%)	51,662 (9.4%)	51,171
Safari	59,743 (10.2%)	76,284 (13.8%)	(16,541)
IE	43,853 (7.5%)	63,434 (11.5%)	(19,581)
Traffic sources			
Search engines	294,611	272,783	21,828
Direct traffic	256,982	250,691	6,291
External referrers	19,611	20,487	(876)
Social media	13,154	7,430	5,724