

Dates 2012-2013	11/14/12 - 3/14/2013 (5 month baseline)	3/15/13 - 4/14/13	4/15/13 - 5/14/13	5/15/13 - 6/14/13	6/15/13 - 7/14/13	7/15/13 - 8/14/13	8/15/13 - 9/14/13
Total visits	9,763	3,332	2,352	2,029	1,779	1,790	1,569
Unique Visits	1,952	3,026	2,699	1873	1635	1,570	1,422
Page Views	34,544	10,080	8,703	6,605	5,019	6,024	4,975
Ave. Visit Duration	1:32 min	1:23 min	1:19 min	1:07 min	1:09 min	1:12 min	1:10 min
New visitors	89.34%	89.47%	85.85%	91.01%	90.03%	85.08%	88.08%
Returning Visitors	10.66%	10.50%	14.1%	8.09%	9.07%	14.02%	11.9%
Page Visits	3.5 pgs.	3.03 pgs.	3.22 pgs.	3.26 pgs.	2.82 pgs.	3.37 pgs.	3.17 pgs.
Bounce Rate	49.71 %	57.83%	46.94%	48.84%	53.34%	43.35	41.36%
Peak Dates	11/1, 1/15-20, 3/8	4/9, 4/11	4/15, 4/29, 5/14	5/15	7/1, 7/9	7/18	9/6, 9/11

The prior version of the website

Dates	Mar 30, 2006	April 30, 2006	Sept 30, 2006	DEC 30, 2010	Jan 30 2011	Feb 30, 2011	Mar 30, 2011	April 2011	Oct. 30, 2011	NOV 2011
Total Visits	2038	1829	1961	1512	1825	1900	2220	2200	904	1986
Unique Visits	1534	1,382	1579	982	1275	1347	1676	1549	671	1466
Page visits		1.32 pgs.	1.24 pgs.	1.53 pgs.	1.43 pgs.	1.41 pgs.	1.32 pgs.	1.42 pgs.	1.34 pgs.	1.34 pgs.