

Dates	5/14/2013	5/14/2014	6/14/2013	6/14/2014	7/14/2013	7/14/2014	8/14/2013	8/14/2014	9/14/2013	9/14/2014
Total visits	2,699	3,979	2,029	2,285	1,779	1,682	1,790	1,911	1,569	2,244
Unique Visits	2,352	2,909	1,873	1,728	1,635	1,311	1,570	1,534	1,422	1,788
Page Views	8,703	8,495	6,605	9,748	5,019	6,407	6,024	7,769	4,975	7,781
Ave. Visit	1:19	1:10	1:07	1:09	1:09	1:27	1:12	1:38	1:10	1:26
New visitors	85.85%	82.10%	91.13%	71.55%	90.30%	72.20%	85.75%	74.50%	88.08%	74.60%
Returning Visitors	14.15%	17.90%	8.87%	28.45%	9.70%	27.80%	14.20%	25.50%	11.92%	25.40%
Page Visits	3.22	2.91	3.26	4.27	2.82	3.81	3.37	4.07	3.17	3.47
Bounce Rate	46.94%	39.88%	48.84%	18.47%	53.34%	22.12%	43.35%	18.73%	41.36%	21.75%
Peak Dates	4/16, 4/17, 4/29	4/16, 4/25, 4/28	5/15, 5/29	5/21, 5/28, 6/4,	6/19, 6/24, 7/1, 7/9	6/19, 6/23, 6/30, 7/10, 7/15,	7/17,	7/24, 7/31, 8/8, 8/13	8/15, 8/25, 9/6, 9/9, 9/11	8/19, 8/21, 9/8, 9/14,

