

Year on Year comparison

<u>Visitors to the Site</u>	<u>2009/2010</u>	<u>2010/2011</u>	<u>2011/2012</u>
April	24,550	30,791	35,118
May	25,868	34,902	39,168
June	23,983	30,989	33,298
July	30,184	39,413	39,734
August	30,113	40,568	45,567
September	18,511	25,940	26,700
October	18,831	29,189	26,370
November	15,079	22,137	16,569
December	15,590	16,306	14,933
January	19,556	23,219	
February	24,605	25,411	
March	29,200	25,726	
<u>Page Viewings</u>	<u>2009/2010</u>	<u>2010/2011</u>	<u>2011/2012</u>
April	88,194	101,533	103,888
May	87,348	108,732	103,960
June	80,762	97,676	94,780
July	96,581	123,364	116,028
August	100,784	125,603	125,461
September	60,340	79,180	73,320
October	59,168	81,051	70,504
November	45,096	61,831	39,461
December	47,711	42,169	35,741
January	63,035	69,828	
February	79,000	76,732	
March	92,248	77,536	
<u>Absolute Unique Visitors</u>	<u>2009/2010</u>	<u>2010/2011</u>	<u>2011/2012</u>
April	21,281	26,438	30,094
May	22,367	29,985	30,830
June	20,639	26,527	28,232
July	25,870	33,520	33,687
August	26,147	34,374	37,525
September	16,128	22,284	22,850
October	16,531	25,572	22,765
November	13,171	18,734	14,427
December	13,645	14,199	13,026
January	16,826	19,876	
February	21,084	21,703	
March	25,263	21,801	

<u>Average time on site (mins)</u>	<u>2009/2010</u>	<u>2010/2011</u>	<u>2011/2012</u>
April	3.17	2.59	2.41
May	3.10	2.45	2.42
June	3.09	2.52	2.41
July	3.02	2.53	2.42
August	3.08	2.53	2:24
September	3.02	2.49	2.27
October	2.56	2.24	2.21
November	2.45	2.29	2.17
December	2.30	2:02	2.03
January	2.58	2:47	
February	2.55	2:53	
March	3.00	2.51	

<u>Average pages viewed per visit</u>	<u>2009/2010</u>	<u>2010/2011</u>	<u>2011/2012</u>
April	3.59	3.30	2.96
May	3.38	3.12	2.87
June	3.37	3.15	2.85
July	3.20	3.13	2.92
August	3.35	3.10	2.75
September	3.26	3.05	2.75
October	3.14	2.78	2.67
November	2.99	2.79	2.38
December	3.06	2.59	2.39
January	3.22	3.01	
February	3.21	3.02	
March	3.00	3.01	