



3rd Quarter Web Traffic Report

July-Sept 2020

Audience Overview

Our traffic is up by over 15% since Q3 last year and most of this (10%) was mobile users.

Mobile Use

Mobile use continues to soar and is now consistently over half of our users.

Demographics Overview

We're consistently losing women viewers and attracting more men. We need to keep an eye on this and monitor it.

Acquisition Overview

We are continuing to attract a high level of traffic from both organic search and social media.

Behavior Overview

Most popular pages remain the press releases on controversial new items. We're doing great with this!