



# December Web Traffic Report

## **Audience Overview**

Of our 21,901 users this month, 19,789 of them were new users.

## **Mobile Use**

Mobile use continues to soar and is now at 46.44% of our users, while desktop users are at 46.45%. The remaining users are viewing on a tablet.

## **Demographics Overview**

We're consistently losing women viewers and attracting more men. Men users are at 59.5%, while women are at 40.6%.

## **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!