



Q1 2021 Web Traffic Report

All reports for 2021 Quarter 1 were run with a Q4 2020 comparison, within the same report, so you can see at a quick glance any changes to demographics, acquisition, behavior, etc, and easily compare the two quarters.

Audience Overview

Of our 22,172 users this month, 20,295 of them were new users.

Mobile Use

The largest amount of our traffic continues to come from mobile users, or anyone accessing the internet through anything other than a tablet or PC..

Demographics Overview

Men users are at 46.3%, while women are at 53.7%.

Acquisition Overview

Organic search brings in most of our users, at 44.9%. Social media users have gone down just a few percent and are now at 16%. 27.7% are direct users.

Behavior Overview

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