



2nd Quarter Web Traffic Report

April-June 2020

Audience Overview

Our traffic is up by over 22% this quarter and we had over 200,000 page views.

Mobile Use

Desktop use has shrunk by 38% since Q2 last year. Mobile use continues to soar and is now consistently half of our users.

Demographics Overview

Overall our viewership has changed from mostly women to mostly men and is growing the fastest in the under 50 demographic.

Acquisition Overview

Social Media traffic has risen by over 108% since Q2 of 2019. This is an extraordinary rise!

Behavior Overview

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