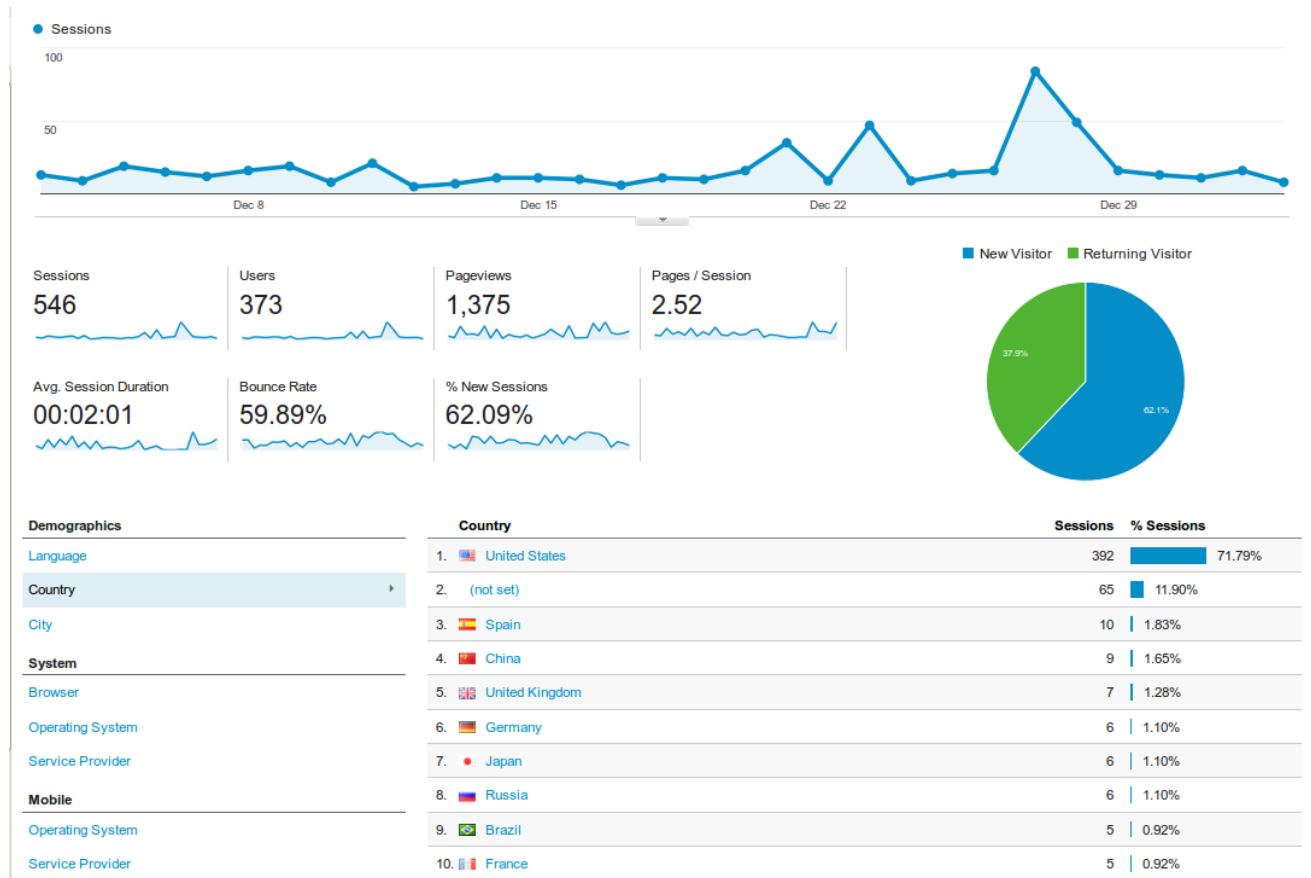


December 2015 Website Use

The chart below summarizes the use and shows that during December, we had 546 visits, 207 of which were by returning visitors. On the average, each visit was to about two and one-half pages, although almost 60 per cent involved only one (as shown by the bounce rate). About 72 per cent of our users are from the U.S., although some of the 12 per cent whose countries are not known are probably also from here. Fewer people looked at the site this month (373 compared to 506 in November).



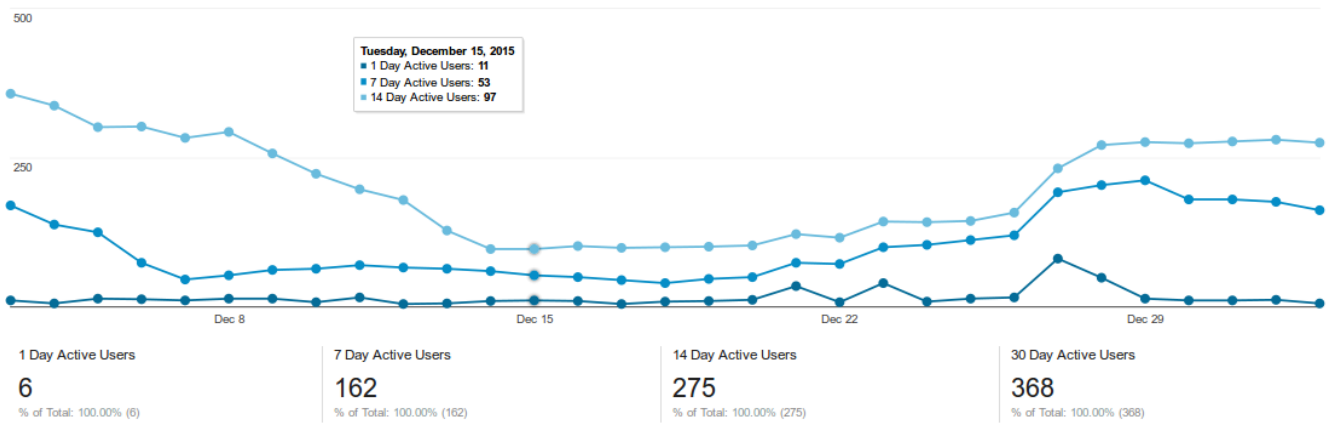
The figure below compares returning and first-time visitors. First-time users looked one or two pages and on average stayed for less than a minute, while returning ones stayed for four minutes and looked at three or four pages.



Primary Dimension: User Type

User Type	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	546 <small>% of Total: 100.00% (546)</small>	62.09% <small>Avg for View: 62.09% (0.00%)</small>	339 <small>% of Total: 100.00% (339)</small>	59.89% <small>Avg for View: 59.89% (0.00%)</small>	2.52 <small>Avg for View: 2.52 (0.00%)</small>	00:02:01 <small>Avg for View: 00:02:01 (0.00%)</small>	0.00% <small>Avg for View: 0.00% (0.00%)</small>	0 <small>% of Total: 0.00% (0)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. New Visitor	339 (62.09%)	100.00%	339 (100.00%)	77.29%	1.74	00:00:47	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Returning Visitor	207 (37.91%)	0.00%	0 (0.00%)	31.40%	3.80	00:04:01	0.00%	0 (0.00%)	\$0.00 (0.00%)

The chart below shows the number of users who've accessed the site within the last day, the last week, and the last two weeks. (I didn't plot the number who we hadn't seen for a month.) A substantial number of people check our site on a regular basis. The number of regular viewers decreased this month; we had 275 visits from people who view the site more often than once every two weeks vs. 357 from such folks last month.



Dick Maybach