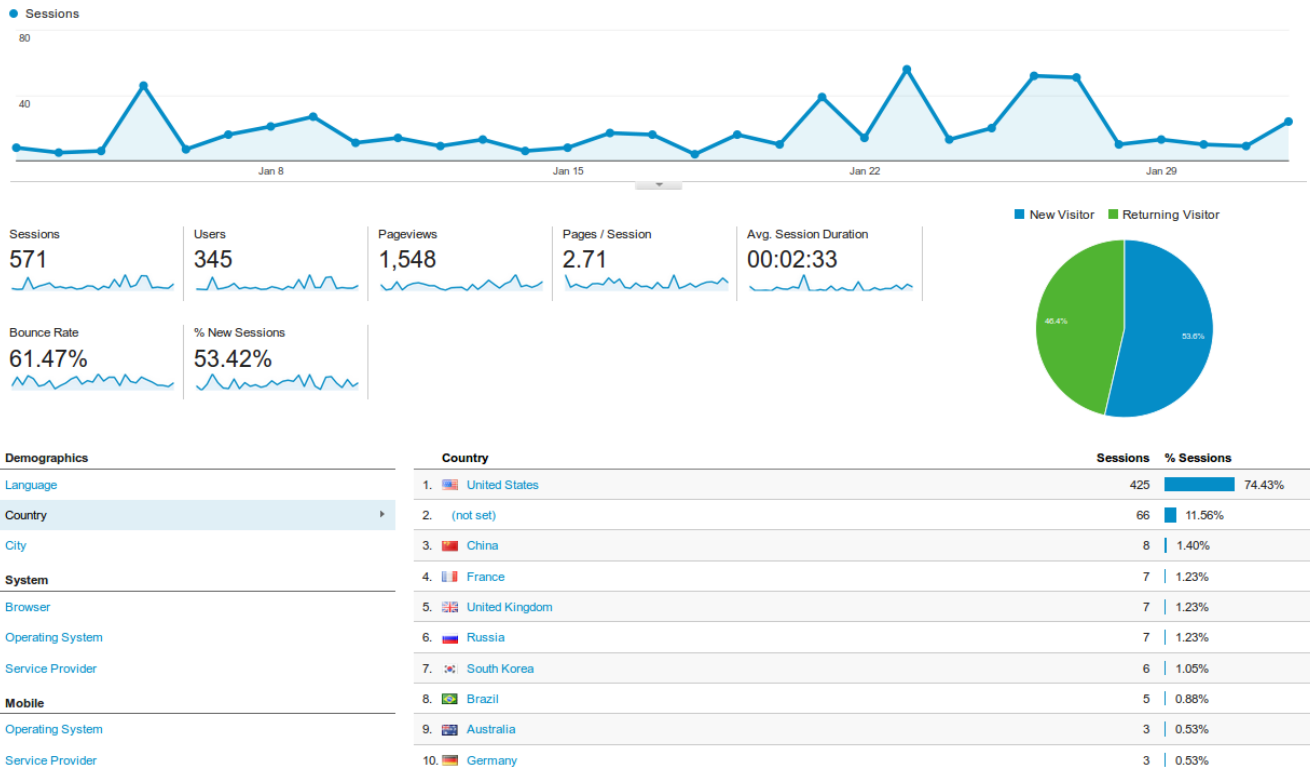
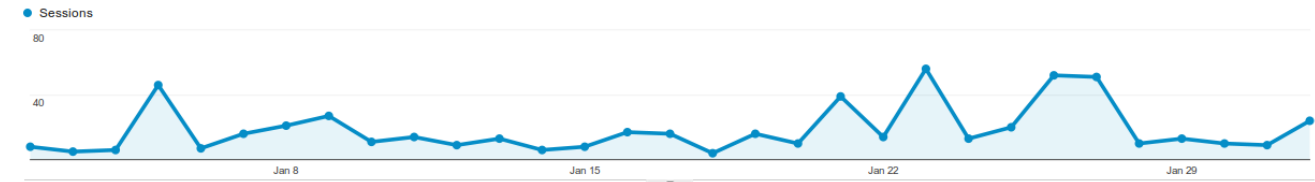


January 2016 Website Use

The chart below summarizes the use and shows that during December, we had 571 visits, 306 of which were by returning visitors. On the average, each visit was to 2.7 pages, although over 60 per cent involved only one (as shown by the bounce rate). About 74 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. We had about the same number of users as last month (345 compared to 373 in December).



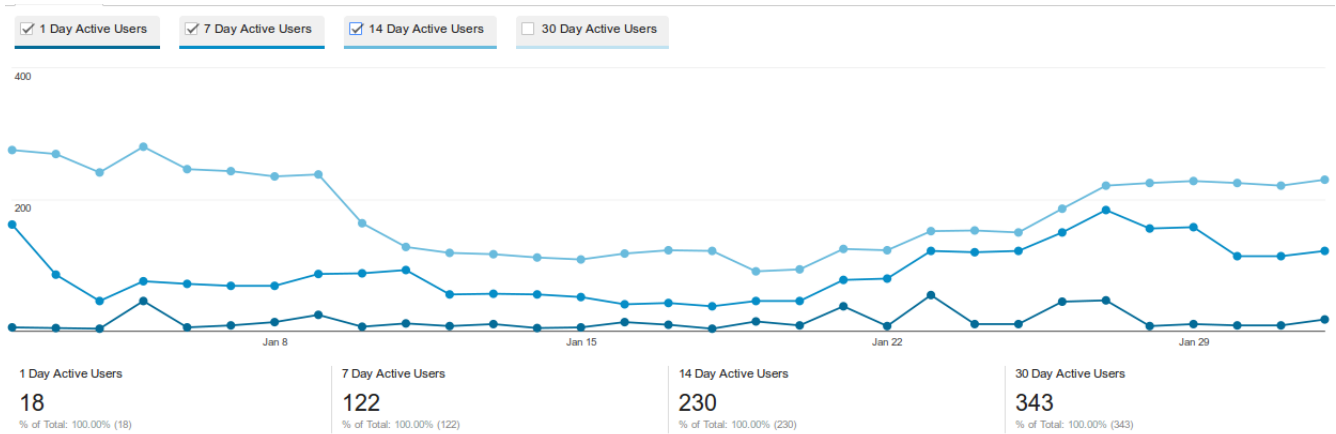
The figure below compares returning and first-time visitors. On the average first-time users looked at two pages and on average stayed for a minute, while returning ones stayed for over four minutes and looked at three or four pages.



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
	571 <small>% of Total: 100.00% (571)</small>	53.59% <small>Avg for View: 53.42% (0.33%)</small>	306 <small>% of Total: 100.33% (305)</small>	61.47% <small>Avg for View: 61.47% (0.00%)</small>	2.71 <small>Avg for View: 2.71 (0.00%)</small>	00:02:33 <small>Avg for View: 00:02:33 (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	306 (53.59%)	100.00%	306 (100.00%)	78.76%	1.93	00:00:59	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Returning Visitor	265 (46.41%)	0.00%	0 (0.00%)	41.51%	3.61	00:04:22	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 230 visits from people who view the site more often than once every two weeks vs. 275 from such folks last month.



Dick Maybach