

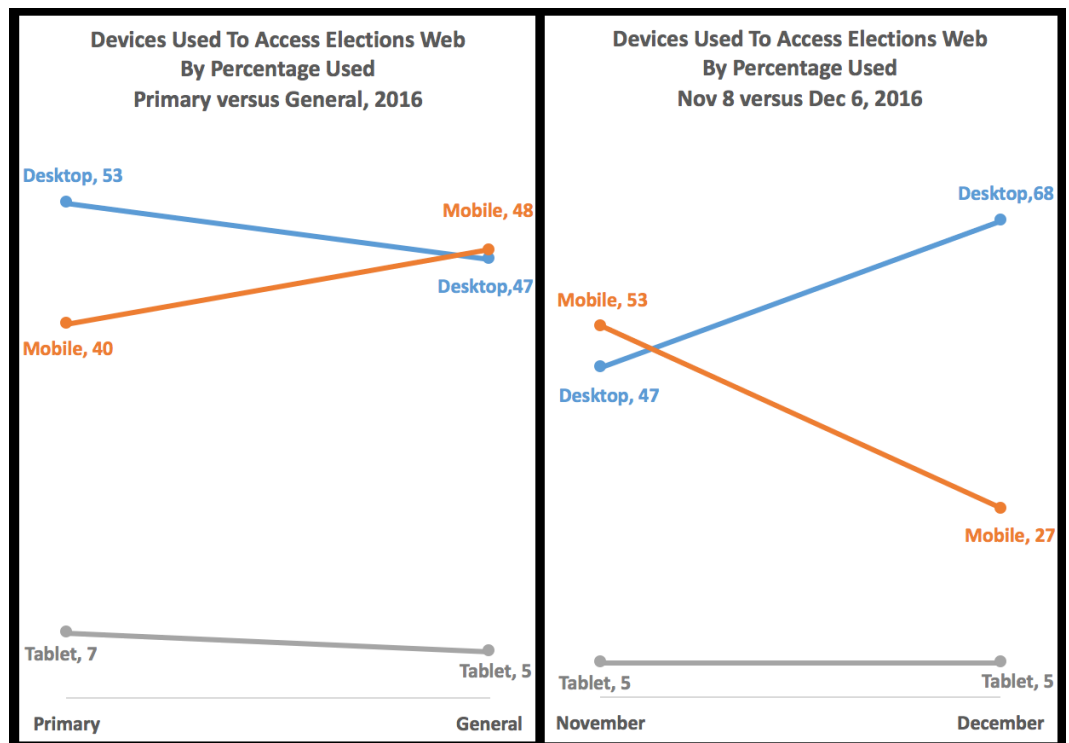
December 07, 2016

Web Analytics Report

Short story: web traffic has resumed normal levels, devices

1. How are our customers accessing the website?

In July 2014, SearchEngineWatch reported the defining mobile milestone: mobile access to the Internet exceeded personal computer access for the first time¹. Last year, ComScore reported that the number of mobile-only users exceeded the number of desktop-only users in the U.S.² For Elections, this mobile-access threshold was broken with this election. The chart in the left compare access on election day and the prior Monday, primary to general. On the right, we compare election day and December 6.



Google Analytics

2. How many customers are visiting?

The most visited content page post-election was the 2016 results page (18%); number two was the November election page (10%) Third place: Find My Districts (3%).

As expected, web traffic peaked on election day (night). It flattened out very quickly, due to minimal uncertainty in contest outcomes.

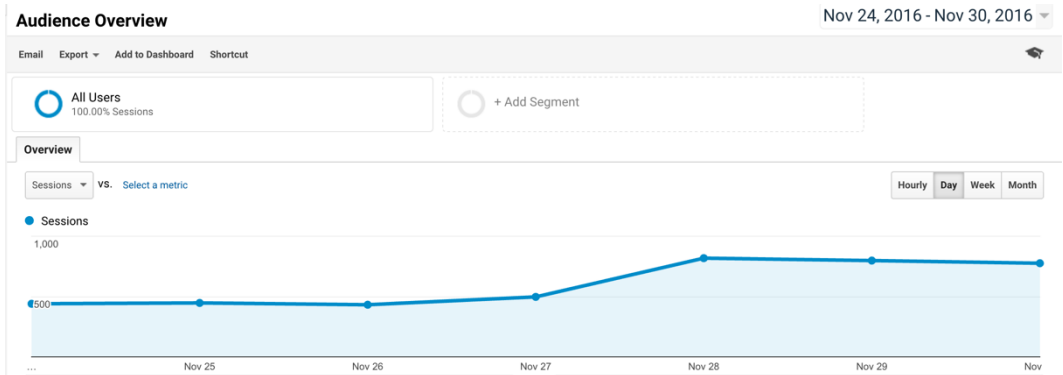
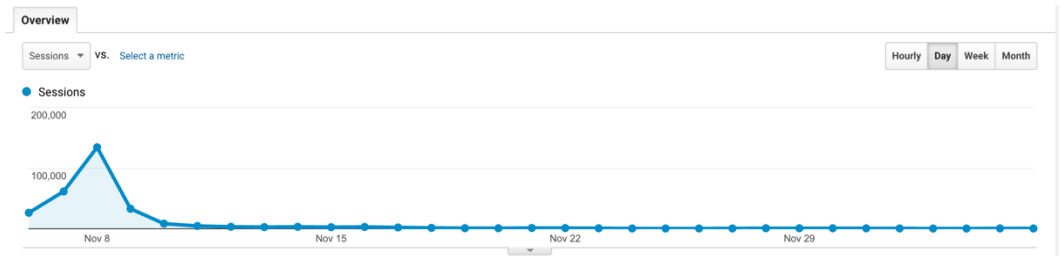
The second chart shows user sessions from November 24-30, 2016.

User sessions:

- November 8: 134,154
- November 10: 8,385
- December 6: 443

Page views:

- November 8: 336,739
- November 10: 17,329
- December 6: 1,071



¹ "Mobile Exceeds PC Usage for First Time in History" (8 July 2014) SearchEngineWatch. <https://searchenginewatch.com/sew/opinion/2353616/mobile-now-exceeds-pc-the-biggest-shift-since-the-internet-began>

² "Number of Mobile-Only Internet Users Now Exceeds Desktop-Only in the U.S." (28 April 2015). ComScore. <https://www.comscore.com/Insights/Blog/Number-of-Mobile-Only-Internet-Users-Now-Exceeds-Desktop-Only-in-the-U.S>