








Audience Overview

% of visits: 100.00%

Overview



441,737 people visited this site

-  **Visits: 1,648,803**
-  **Unique Visitors: 441,737**
-  **Pageviews: 6,507,130**
-  **Pages / Visit: 3.95**
-  **Avg. Visit Duration: 00:02:29**
-  **Bounce Rate: 56.60%**
-  **% New Visits: 26.21%**



- **73.78% Returning Visitor**
1,216,459 Visits
- **26.22% New Visitor**
432,344 Visits

Town/City	Visits	% Visits
1. London	228,092	13.83%
2. Newcastle upon Tyne	66,626	4.04%
3. Edinburgh	60,412	3.66%
4. Birmingham	58,097	3.52%
5. Glasgow	55,554	3.37%
6. Leeds	30,945	1.88%
7. Manchester	29,998	1.82%
8. Dublin	24,413	1.48%
9. Aberdeen	23,920	1.45%
10. York	23,531	1.43%

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