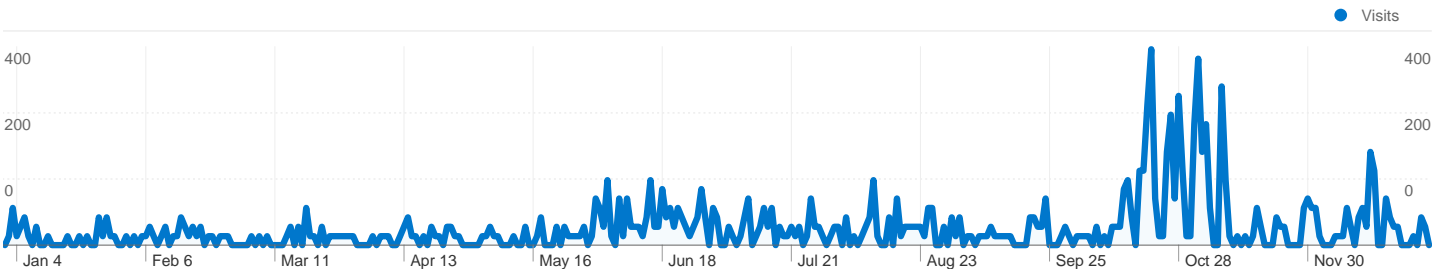


This report is based on sampled data.



Site Usage

12,697 Visits

63.20% Bounce Rate

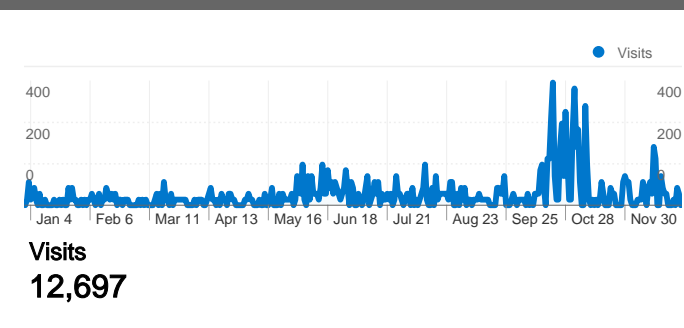
24,547 Pageviews

00:01:41 Avg. Time on Site

1.93 Pages/Visit

18.69% % New Visits

Visitors Overview



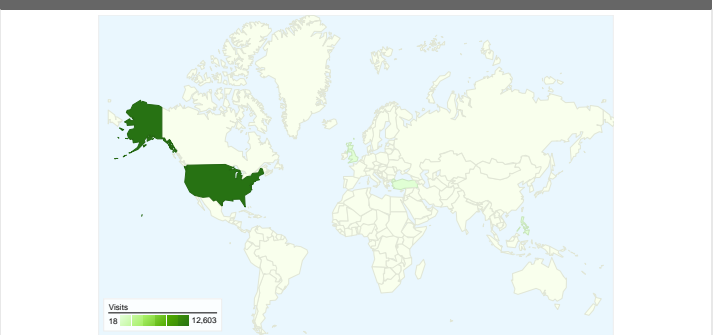
Content Overview

Pages	Pageviews	% Pageviews
/default.htm	7,196	29.32%
/tax/default.htm	1,996	8.13%
/pets/adoptions/default.htm	1,224	4.99%
/pets/default.htm	1,092	4.45%
/libraries/default.htm	753	3.07%

Traffic Sources Overview



Map Overlay



Browser: Internet Explorer

Browser Version	Visits	% visits
8.0	5,783	79.74%
7.0	941	12.98%
6.0	527	7.27%

Browsers		
Browser	Visits	% visits
Internet Explorer	7,309	57.14%
Firefox	2,637	20.62%
Chrome	1,525	11.92%
Safari	1,262	9.87%
Opera	37	0.29%

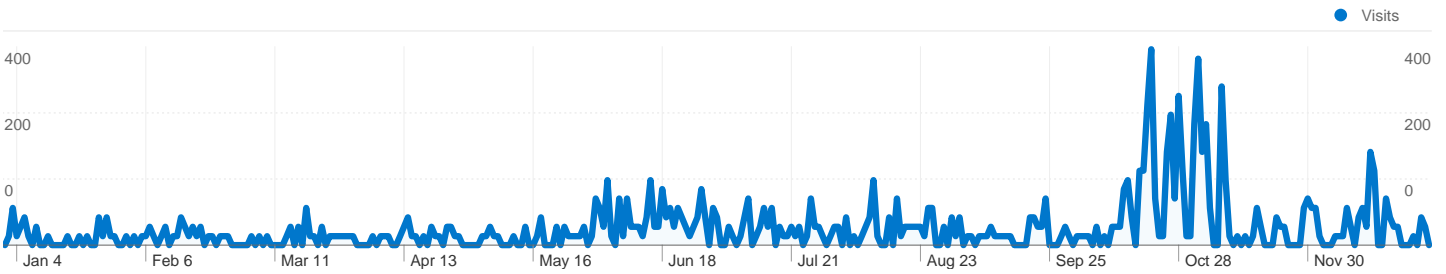
Browser: Safari		
Browser Version	Visits	% visits
531.22.7	546	43.26%
531.9	226	17.91%
533.16	226	17.91%
533.17.8	113	8.95%
533.18.5	75	5.94%

Browser: Firefox		
Browser Version	Visits	% visits
3.6.12	357	13.64%
3.0.16	282	10.77%
3.6.6	226	8.63%
3.5.6	207	7.91%
3.0.15	188	7.18%

Browsers and OS		
Browser and OS	Visits	% visits
Internet Explorer / Windows	7,252	57.12%
Firefox / Windows	2,091	16.47%
Chrome / Windows	1,507	11.87%
Safari / Macintosh	1,205	9.49%
Firefox / Linux	263	2.07%

Browser: Chrome		
Browser Version	Visits	% visits
5.0.375.70	414	27.15%
5.0.375.99	301	19.74%
4.1.249.1064	244	16.00%
5.0.375.126	131	8.59%
5.0.375.125	113	7.41%

This report is based on sampled data.



This site received 12,697 visits in the "Facebook Visitors" segment

12,697 Visits

N/A Absolute Unique Visitors

24,547 Pageviews

1.93 Average Pageviews

00:01:41 Time on Site

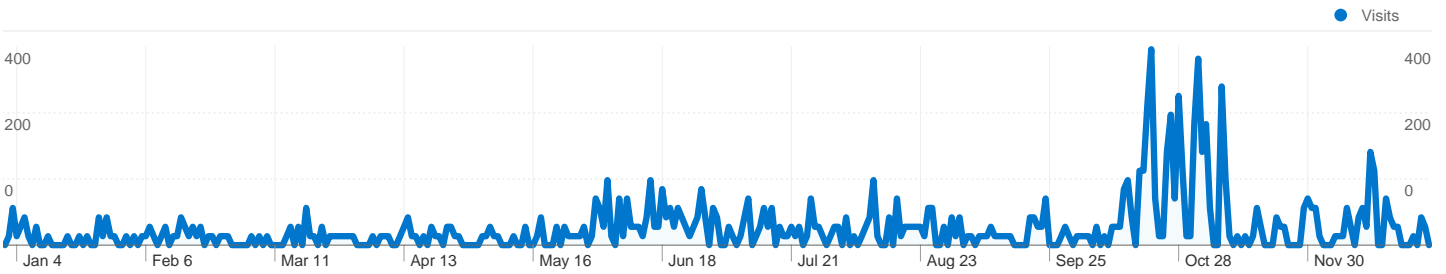
63.20% Bounce Rate

18.69% New Visits

Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer	7,252	57.12%	Cable	4,973	39.17%
Firefox	2,618	20.62%	Unknown	4,973	39.17%
Chrome	1,525	12.01%	DSL	1,544	12.16%
Safari	1,243	9.79%	T1	979	7.71%
Opera	37	0.29%	Dialup	150	1.18%

This report is based on sampled data.



All traffic sources sent a total of 12,697 visits in the "Facebook Visitors" segment

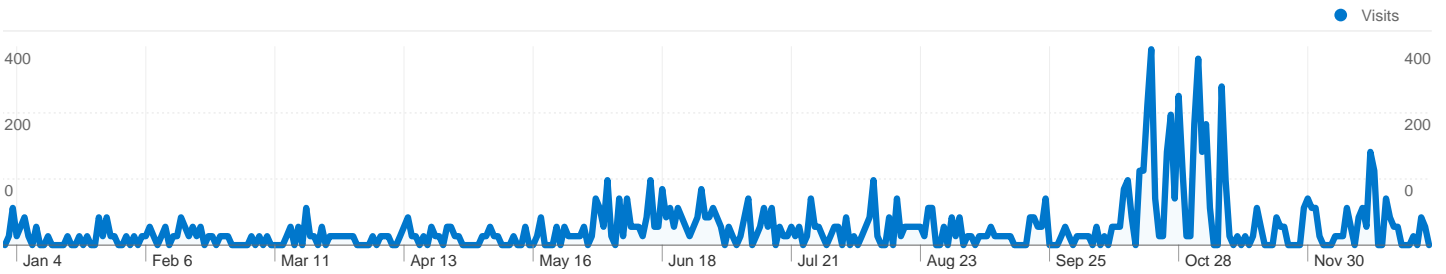


Top Traffic Sources

Sources	Visits	% visits
facebook.com (referral)	12,622	99.41%
m.facebook.com (referral)	56	0.44%
apps.facebook.com (referral)	18	0.14%

Keywords	Visits	% visits
There is no data for this view.		

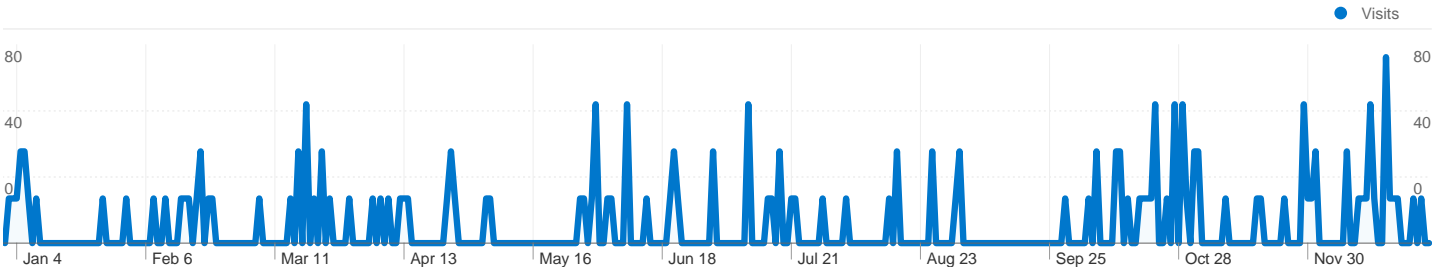
This report is based on sampled data.



12,791 visits used 6 browsers in the "Facebook Visitors" segment

Site Usage						
Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate		
12,791 % of Site Total: 100.00%	1.93 Site Avg: 1.93 (0.00%)	00:01:40 Site Avg: 00:01:40 (0.00%)	18.85% Site Avg: 18.85% (0.00%)	62.89% Site Avg: 62.89% (-0.00%)		
Browser	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
Internet Explorer	7,309 ±22%	1.94	00:01:38	14.95%	60.82%	
Firefox	2,637 ±18%	1.97	00:01:51	32.86%	60.71%	
Chrome	1,525 ±25%	1.64	00:01:11	14.81%	74.07%	
Safari	1,262 ±28%	2.13	00:02:14	13.43%	67.16%	
Opera	37 ↑	1.50	00:00:11	100.00%	50.00%	
Opera Mini	18 ↓	5.00	00:01:25	100.00%	0.00%	
1 - 6 of 6						

This report is based on sampled data.

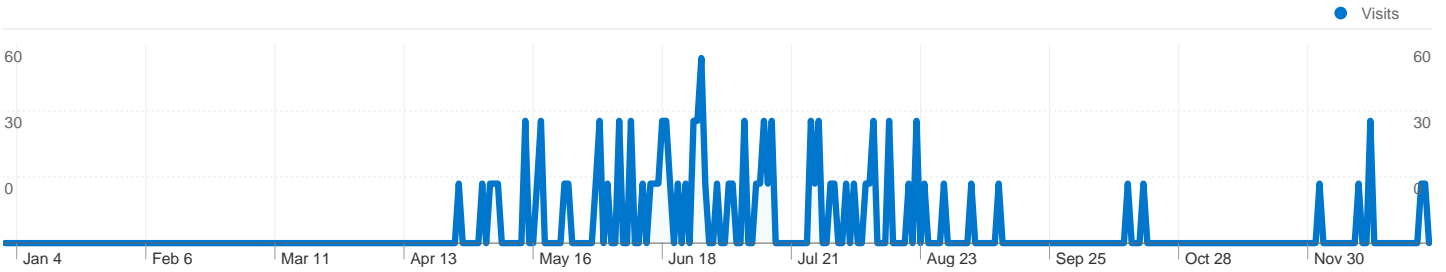


This browser sent 2,618 visits via 23 browser versions in the "Facebook Visitors" segment

Site Usage

Visits 2,618 % of Site Total: 20.62%	Pages/Visit 1.97 Site Avg: 1.93 (1.97%)	Avg. Time on Site 00:01:50 Site Avg: 00:01:41 (9.45%)	% New Visits 33.09% Site Avg: 18.69% (77.02%)	Bounce Rate 61.15% Site Avg: 63.20% (-3.25%)	
Browser Version	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
3.6.12	357 ±54%	1.42	00:01:56	21.05%	78.95%
3.0.16	282 ±60%	2.27	00:00:38	6.67%	40.00%
3.6.6	226 ±57%	2.17	00:01:10	33.33%	50.00%
3.5.6	207 ±69%	1.18	00:00:20	0.00%	90.91%
3.0.15	188 ±68%	2.50	00:01:22	10.00%	30.00%
3.6.3	188 ±62%	1.10	00:00:20	70.00%	90.00%
3.5.9	169 ±72%	1.78	00:05:36	0.00%	77.78%
3.5.8	150 ±85%	3.63	00:00:53	37.50%	37.50%
3.6.10	150 ±70%	3.38	00:03:18	50.00%	50.00%
3.6.8	131 ±75%	1.57	00:03:39	71.43%	57.14%
1 - 10 of 23					

This report is based on sampled data.



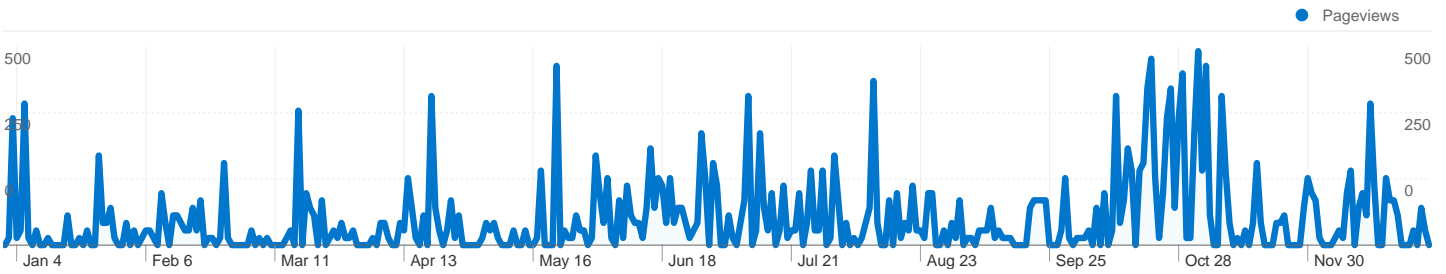
This browser sent 1,525 visits via 12 browser versions in the "Facebook Visitors" segment

Site Usage

Visits 1,525 % of Site Total: 12.01%	Pages/Visit 1.64 Site Avg: 1.93 (-15.07%)	Avg. Time on Site 00:01:11 Site Avg: 00:01:41 (-29.61%)	% New Visits 14.81% Site Avg: 18.69% (-20.75%)	Bounce Rate 74.07% Site Avg: 63.20% (17.20%)	
Browser Version	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
5.0.375.70	414 ±50%	1.73	00:00:33	13.64%	81.82%
5.0.375.99	301 ±55%	2.19	00:03:14	6.25%	62.50%
4.1.249.1064	244 ±62%	1.46	00:01:24	0.00%	76.92%
5.0.375.126	131 †	1.57	00:00:32	0.00%	57.14%
5.0.375.125	113 ±80%	1.00	00:00:00	33.33%	100.00%
5.0.375.55	75 ±98%	1.00	00:00:00	0.00%	100.00%
8.0.552.224	75 ±98%	1.50	00:00:15	50.00%	50.00%
5.0.375.127	56 †	1.00	00:00:00	33.33%	100.00%
6.0.472.63	37 †	1.50	00:00:02	0.00%	50.00%
8.0.552.215	37 †	1.00	00:00:00	50.00%	100.00%

1 - 10 of 12

This report is based on sampled data.



Pages on this site were viewed a total of 24,547 times in the "Facebook Visitors" segment

 24,547 Pageviews

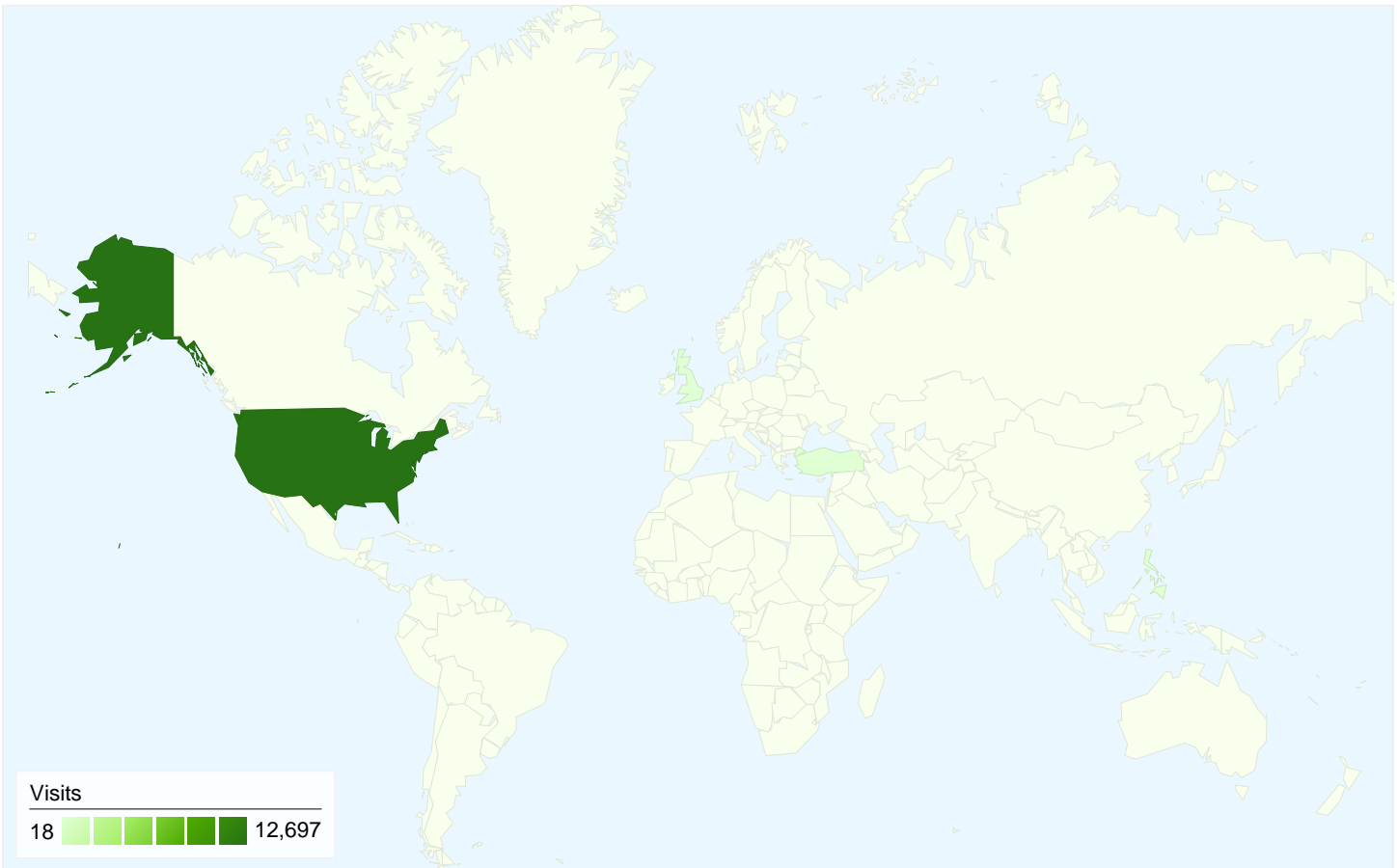
 19,385 Unique Views

 63.20% Bounce Rate

Top Content

Pages	Pageviews	% Pageviews
/default.htm	7,196	29.32%
/tax/default.htm	1,996	8.13%
/pets/adoptions/default.htm	1,224	4.99%
/pets/default.htm	1,092	4.45%
/libraries/default.htm	753	3.07%

This report is based on sampled data.

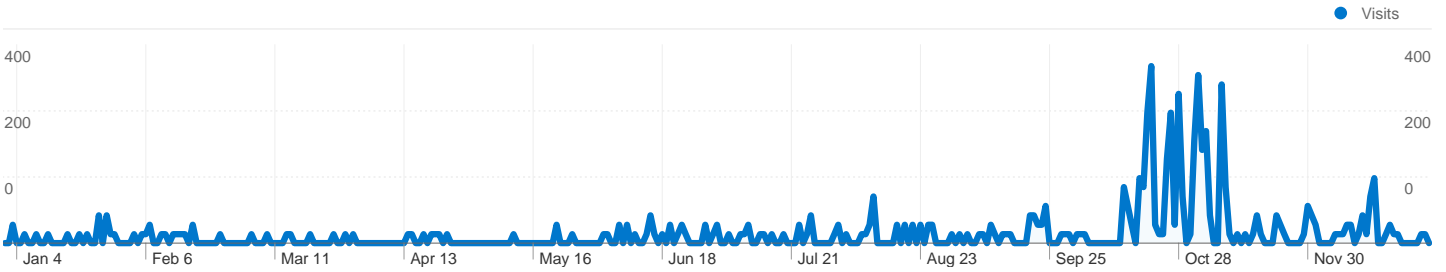


12,791 visits came from 6 countries/territories in the "Facebook Visitors" segment

Site Usage

Visits 12,791 % of Site Total: 100.00%	Pages/Visit 1.93 Site Avg: 1.93 (-0.00%)	Avg. Time on Site 00:01:40 Site Avg: 00:01:40 (-0.00%)	% New Visits 18.85% Site Avg: 18.85% (-0.00%)	Bounce Rate 62.89% Site Avg: 62.89% (-0.00%)	
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United States	12,697 ±14%	1.93	00:01:41	18.55%	62.91%
Philippines	18 *	1.00	00:00:00	100.00%	100.00%
Turkey	18 *	3.00	00:01:52	0.00%	0.00%
(not set)	18 *	5.00	00:01:25	100.00%	0.00%
United Kingdom	18 *	1.00	00:00:00	100.00%	100.00%
Puerto Rico	18 *	1.00	00:00:00	0.00%	100.00%

This report is based on sampled data.



This browser sent 7,252 visits via 3 browser versions in the "Facebook Visitors" segment

Site Usage

Visits 7,252 % of Site Total: 57.12%	Pages/Visit 1.94 Site Avg: 1.93 (0.36%)	Avg. Time on Site 00:01:38 Site Avg: 00:01:41 (-2.22%)	% New Visits 14.55% Site Avg: 18.69% (-22.19%)	Bounce Rate 61.04% Site Avg: 63.20% (-3.43%)	
Browser Version	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
8.0	5,783 ±26%	1.75	00:01:34	14.98%	69.38%
7.0	941 ±31%	2.74	00:01:50	14.00%	34.00%
6.0	527 ±50%	2.61	00:02:08	10.71%	17.86%

1 - 3 of 3

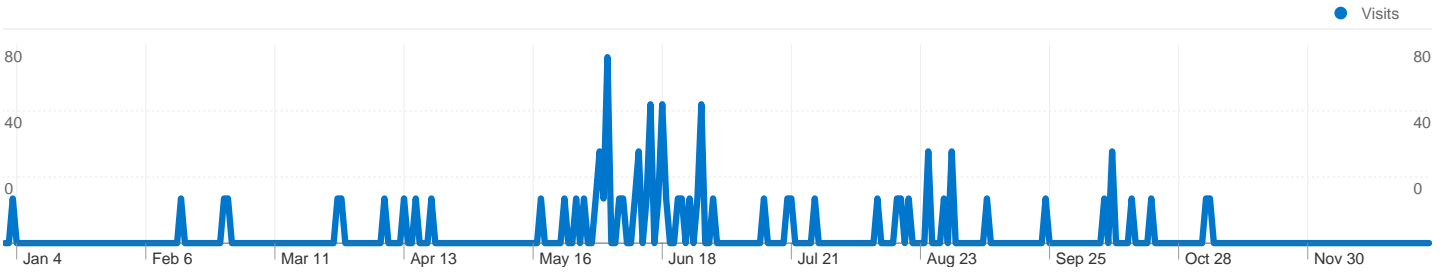
Browser:

Safari

Jan 1, 2010 - Dec 31, 2010

Comparing to: Site

This report is based on sampled data.



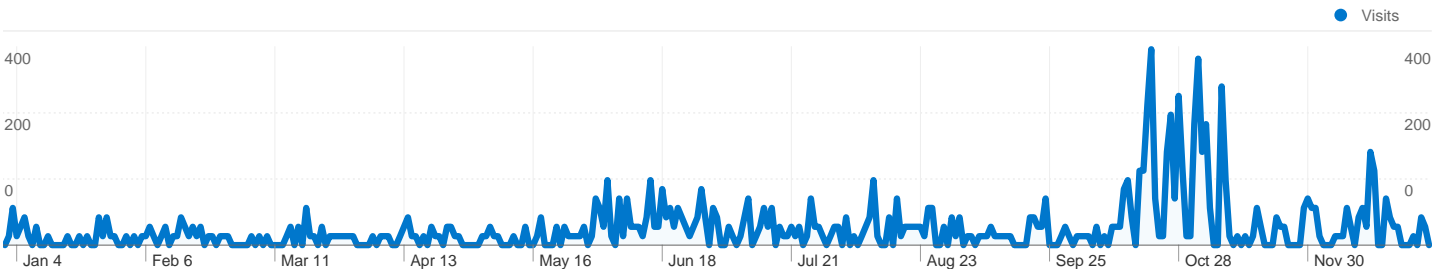
This browser sent 1,243 visits via 7 browser versions in the "Facebook Visitors" segment

Site Usage

Visits 1,243 % of Site Total: 9.79%	Pages/Visit 2.14 Site Avg: 1.93 (10.51%)	Avg. Time on Site 00:02:13 Site Avg: 00:01:41 (32.37%)	% New Visits 13.64% Site Avg: 18.69% (-27.06%)	Bounce Rate 68.18% Site Avg: 63.20% (7.87%)	
Browser Version	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
531.22.7	546 ±47%	2.38	00:02:55	6.90%	58.62%
533.16	226 ±61%	1.00	00:00:00	8.33%	100.00%
531.9	207 ±64%	1.82	00:03:02	18.18%	54.55%
533.17.8	113 ±92%	1.00	00:00:00	33.33%	100.00%
533.18.5	75 ±98%	2.75	00:02:44	25.00%	50.00%
528.16	37 †	6.00	00:07:16	50.00%	50.00%
531.21.10	37 †	5.50	00:01:22	0.00%	50.00%

1 - 7 of 7

This report is based on sampled data.



12,697 visits used 11 browser and OS combinations in the "Facebook Visitors" segment

Site Usage

Visits 12,697 % of Site Total: 100.00%	Pages/Visit 1.93 Site Avg: 1.93 (-0.00%)	Avg. Time on Site 00:01:41 Site Avg: 00:01:41 (0.00%)	% New Visits 18.69% Site Avg: 18.69% (-0.00%)	Bounce Rate 63.20% Site Avg: 63.20% (-0.00%)	
Browser and OS	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Internet Explorer / Windows	7,252 $\pm 22\%$	1.94	00:01:38	14.55%	61.04%
Firefox / Windows	2,091 $\pm 20\%$	2.09	00:02:12	34.23%	56.76%
Chrome / Windows	1,507 $\pm 25\%$	1.65	00:01:12	15.00%	73.75%
Safari / Macintosh	1,205 $\pm 29\%$	2.02	00:02:04	12.50%	68.75%
Firefox / Linux	263 $\pm 63\%$	1.64	00:00:20	7.14%	71.43%
Firefox / Macintosh	263 $\pm 56\%$	1.36	00:00:23	50.00%	85.71%
Safari / iPhone	37 \uparrow	6.00	00:07:16	50.00%	50.00%
Chrome / Macintosh	18 \uparrow	1.00	00:00:00	0.00%	100.00%
Opera / Macintosh	18 \uparrow	1.00	00:00:00	100.00%	100.00%
Opera / Windows	18 \uparrow	2.00	00:00:21	100.00%	0.00%