

**Site Usage**

**2,303,335** Visits

**50.09%** Bounce Rate

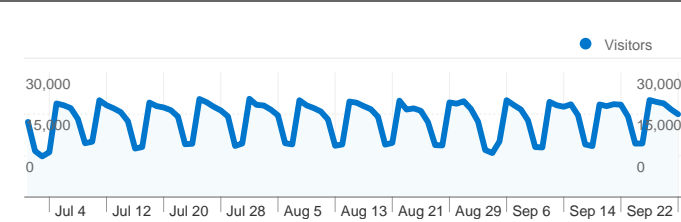
**5,372,936** Pageviews

**00:02:45** Avg. Time on Site

**2.33** Pages/Visit

**29.41%** % New Visits

**Visitors Overview**

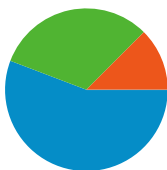


**Visitors**  
**864,257**

**Content Overview**

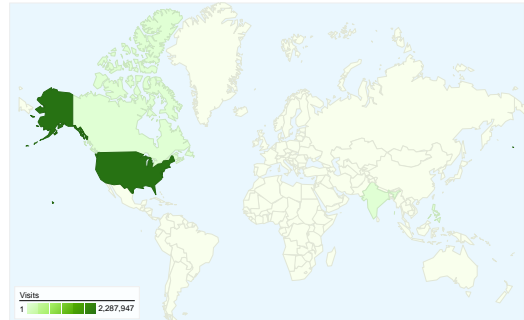
Pages	Pageviews	% Pageviews
/default.htm	1,352,852	25.18%
/tax/default.htm	925,458	17.22%
/libraries/default.htm	493,080	9.18%
/employment/default.htm	129,665	2.41%
/libraries/locations/default.htm	92,920	1.73%

**Traffic Sources Overview**



- **Search Engines**  
1,284,870.00 (55.78%)
- **Direct Traffic**  
730,288.00 (31.71%)
- **Referring Sites**  
288,168.00 (12.51%)
- **Other**  
8 (> 0.00%)

**Map Overlay**



Browsers		
Browser	Visits	% visits
Internet Explorer	1,450,706	62.98%
Firefox	380,753	16.53%
Safari	230,914	10.03%
Chrome	171,444	7.44%
Android Browser	49,940	2.17%

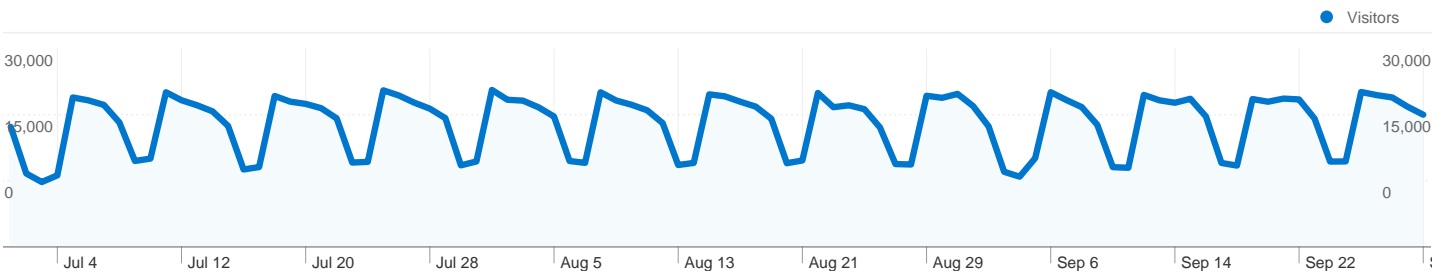
Browser: Internet Explorer		
Browser Version	Visits	% visits
8.0	1,016,479	70.07%
7.0	226,827	15.64%
9.0	173,015	11.93%
6.0	34,219	2.36%
999.1	110	0.01%

Browser: Firefox		
Browser Version	Visits	% visits
5.0	96,670	25.39%
3.6.18	48,160	12.65%
6.0.2	45,324	11.90%
6.0	31,586	8.30%
5.0.1	18,294	4.80%

Browser: Safari		
Browser Version	Visits	% visits
6533.18.5	76,184	32.99%
533.21.1	52,226	22.62%
534.50	34,836	15.09%
533.19.4	14,780	6.40%
534.48.3	11,728	5.08%

Browser: Chrome		
Browser Version	Visits	% visits
12.0.742.122	35,468	20.69%
13.0.782.112	28,406	16.57%
13.0.782.220	25,545	14.90%
12.0.742.112	22,125	12.91%
14.0.835.186	17,436	10.17%

Browsers and OS		
Browser and OS	Visits	% visits
Internet Explorer / Windows	1,450,203	62.96%
Firefox / Windows	332,391	14.43%
Chrome / Windows	154,972	6.73%
Safari / Macintosh	136,616	5.93%
Android Browser / Android	49,940	2.17%



**864,257 people visited this site**

**2,303,335 Visits**

**864,257 Absolute Unique Visitors**

**5,372,936 Pageviews**

**2.33 Average Pageviews**

**00:02:45 Time on Site**

**50.09% Bounce Rate**

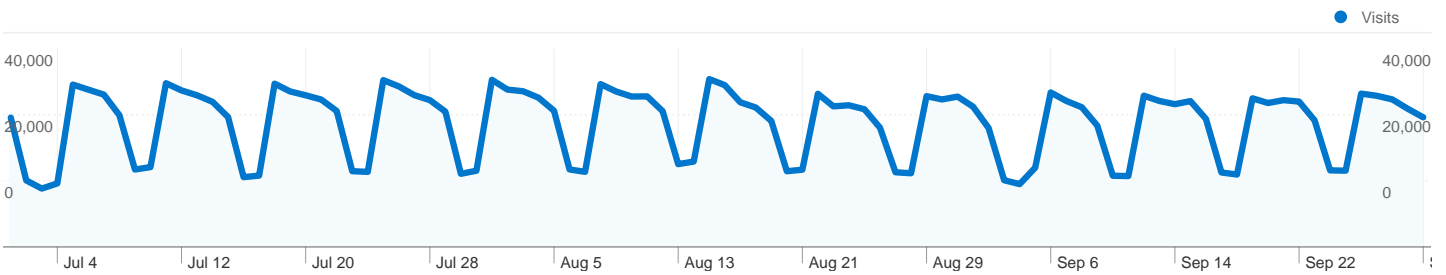
**29.41% New Visits**

**Technical Profile**




Browser	Visits	% visits
Internet Explorer	1,450,706	62.98%
Firefox	380,753	16.53%
Safari	230,914	10.03%
Chrome	171,444	7.44%
Android Browser	49,940	2.17%

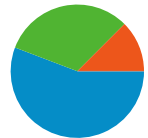
# Traffic Sources Overview

Comparing to: Site



**All traffic sources sent a total of 2,303,334 visits**

-  **31.71%** Direct Traffic
-  **12.51%** Referring Sites
-  **55.78%** Search Engines



- **Search Engines**  
1,284,870.00 (55.78%)
- **Direct Traffic**  
730,288.00 (31.71%)
- **Referring Sites**  
288,168.00 (12.51%)
- **Other**  
8 (> 0.00%)

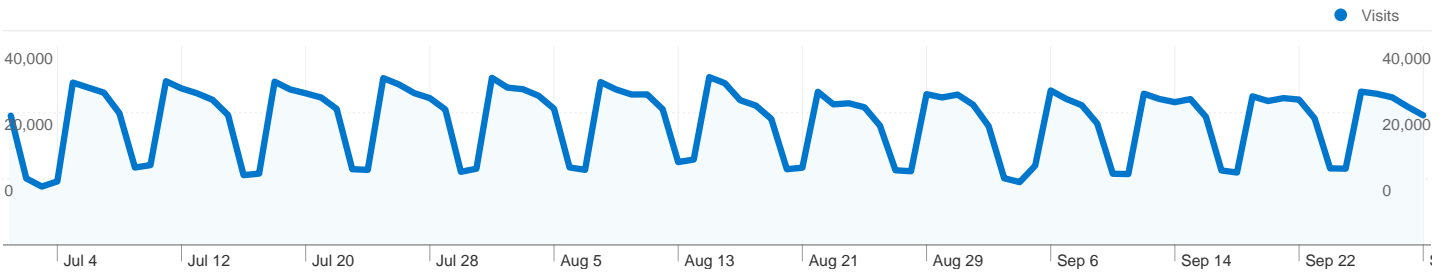
## Top Traffic Sources

Sources	Visits	% visits
google (organic)	1,042,216	45.25%
(direct) ((none))	730,288	31.71%
bing (organic)	121,078	5.26%
yahoo (organic)	85,795	3.72%
wakeipac.co.wake.nc.us	53,499	2.32%

Keywords	Visits	% visits
wake county library	107,786	8.39%
wake county	60,714	4.73%
wake county real estate	51,174	3.98%
wake county public library	35,109	2.73%
wake county animal shelter	33,306	2.59%

# Browsers

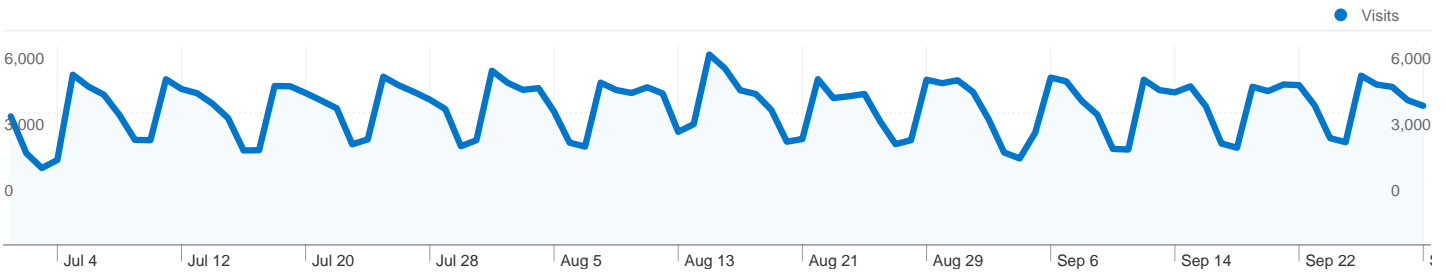
Comparing to: Site



**2,303,334 visits used 69 browsers**

**Site Usage**

<b>Visits</b> <b>2,303,334</b> % of Site Total: 100.00%	<b>Pages/Visit</b> <b>2.33</b> Site Avg: 2.33 (> 0.00%)	<b>Avg. Time on Site</b> <b>00:02:45</b> Site Avg: 00:02:45 (> 0.00%)	<b>% New Visits</b> <b>29.42%</b> Site Avg: 29.41% (0.04%)	<b>Bounce Rate</b> <b>50.09%</b> Site Avg: 50.09% (> 0.00%)	
Browser	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Internet Explorer	1,450,706	2.33	00:03:14	25.86%	49.84%
Firefox	380,753	2.43	00:02:06	39.36%	48.27%
Safari	230,914	2.06	00:01:36	25.60%	57.27%
Chrome	171,444	2.53	00:01:59	35.87%	45.82%
Android Browser	49,940	2.27	00:02:14	43.40%	51.02%
Mozilla Compatible Agent	7,312	1.90	00:01:19	69.94%	68.13%
IE with Chrome Frame	2,964	2.37	00:02:26	24.02%	45.18%
Opera	2,581	2.57	00:02:08	42.12%	41.11%
BlackBerry8530	2,135	2.00	00:02:28	46.18%	48.10%
Opera Mini	721	2.35	00:01:54	62.00%	52.98%
1 - 10 of 69					

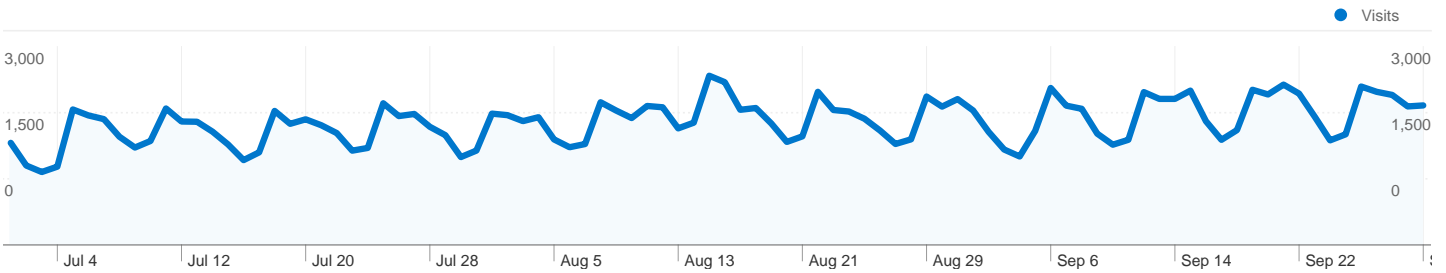


**This browser sent 380,753 visits via 113 browser versions**

Site Usage

<b>Visits</b> <b>380,753</b> % of Site Total: <b>16.53%</b>	<b>Pages/Visit</b> <b>2.43</b> Site Avg: 2.33 (4.37%)	<b>Avg. Time on Site</b> <b>00:02:06</b> Site Avg: 00:02:45 (-23.65%)	<b>% New Visits</b> <b>39.36%</b> Site Avg: 29.41% (33.84%)	<b>Bounce Rate</b> <b>48.27%</b> Site Avg: 50.09% (-3.64%)	
Browser Version	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
5.0	96,670	2.45	00:02:05	37.48%	47.93%
3.6.18	48,160	2.41	00:02:01	35.20%	47.69%
6.0.2	45,324	2.45	00:02:06	37.33%	47.87%
6.0	31,586	2.43	00:02:02	38.66%	48.54%
5.0.1	18,294	2.41	00:02:01	44.04%	48.80%
3.6.16	17,268	2.65	00:02:51	72.45%	48.71%
3.6.22	16,078	2.35	00:02:03	34.92%	48.97%
4.0.1	14,776	2.49	00:02:14	38.15%	46.91%
3.6.20	14,740	2.31	00:01:50	35.31%	49.19%
6.0.1	12,735	2.47	00:02:05	37.08%	47.85%

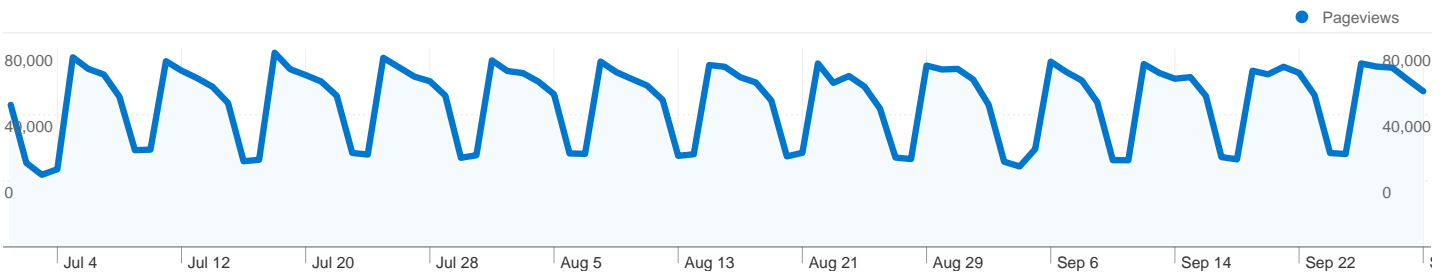
1 - 10 of 113



**This browser sent 171,444 visits via 295 browser versions**

Site Usage


<b>Visits</b> <b>171,444</b> % of Site Total: 7.44%	<b>Pages/Visit</b> <b>2.53</b> Site Avg: 2.33 (8.55%)	<b>Avg. Time on Site</b> <b>00:01:59</b> Site Avg: 00:02:45 (-28.19%)	<b>% New Visits</b> <b>35.87%</b> Site Avg: 29.41% (21.95%)	<b>Bounce Rate</b> <b>45.82%</b> Site Avg: 50.09% (-8.52%)	
Browser Version	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
12.0.742.122	35,468	2.60	00:02:03	35.76%	44.17%
13.0.782.112	28,406	2.34	00:01:45	33.74%	50.20%
13.0.782.220	25,545	2.53	00:02:00	35.95%	45.55%
12.0.742.112	22,125	2.65	00:02:07	36.01%	43.20%
14.0.835.186	17,436	2.54	00:01:57	36.21%	45.35%
13.0.782.215	11,418	2.52	00:01:58	35.18%	45.67%
13.0.782.107	8,032	2.52	00:01:58	38.05%	45.59%
13.0.782.218	6,431	2.52	00:01:57	36.50%	45.78%
14.0.835.163	6,323	2.54	00:01:54	35.35%	45.63%
12.0.742.100	1,031	2.67	00:02:31	40.64%	44.23%
1 - 10 of 295					



**Pages on this site were viewed a total of 5,372,936 times**

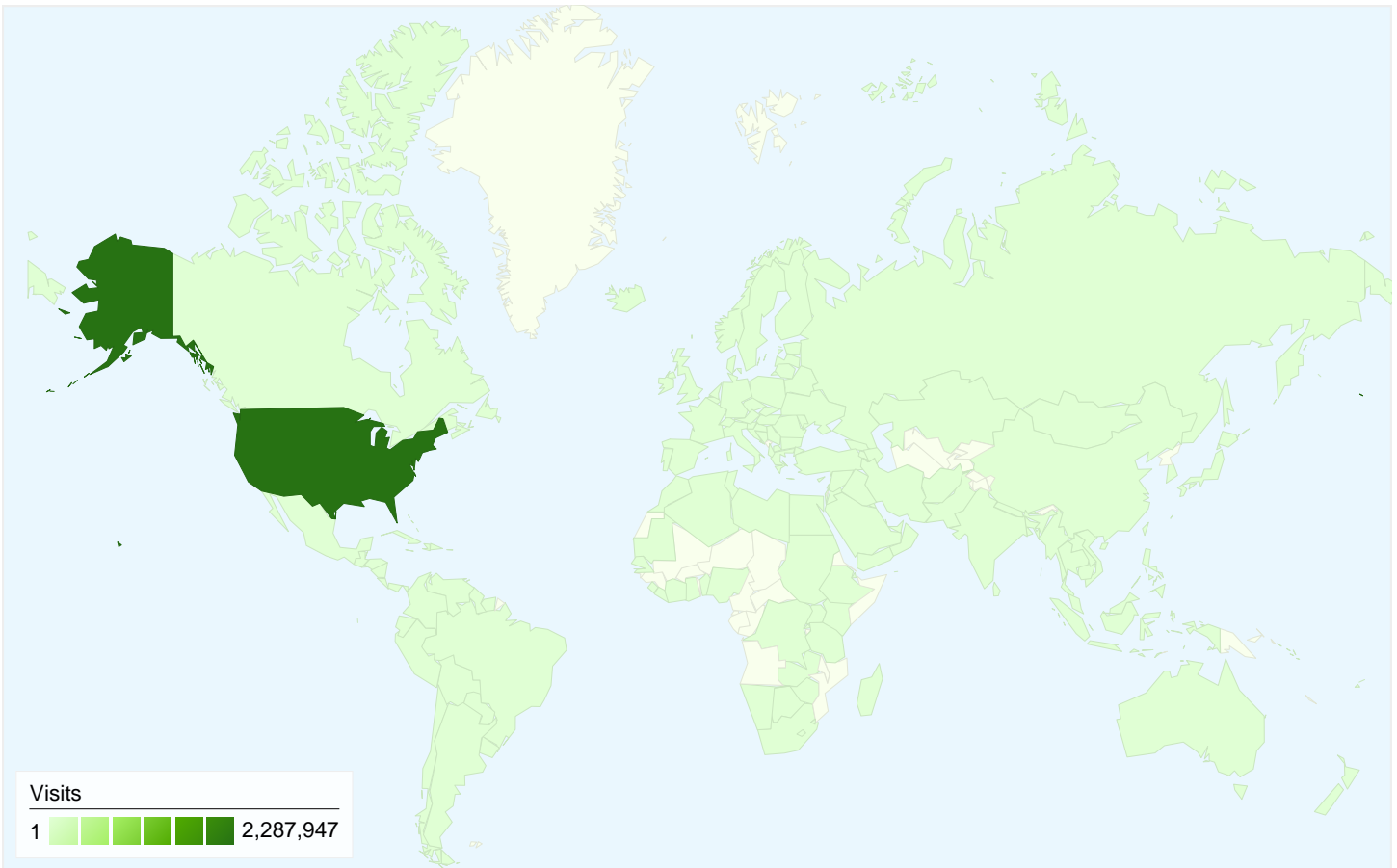
 **5,372,936** Pageviews

 **4,026,498** Unique Views

 **50.09%** Bounce Rate

## Top Content

Pages	Pageviews	% Pageviews
/default.htm	1,352,852	25.18%
/tax/default.htm	925,458	17.22%
/libraries/default.htm	493,080	9.18%
/employment/default.htm	129,665	2.41%
/libraries/locations/default.htm	92,920	1.73%

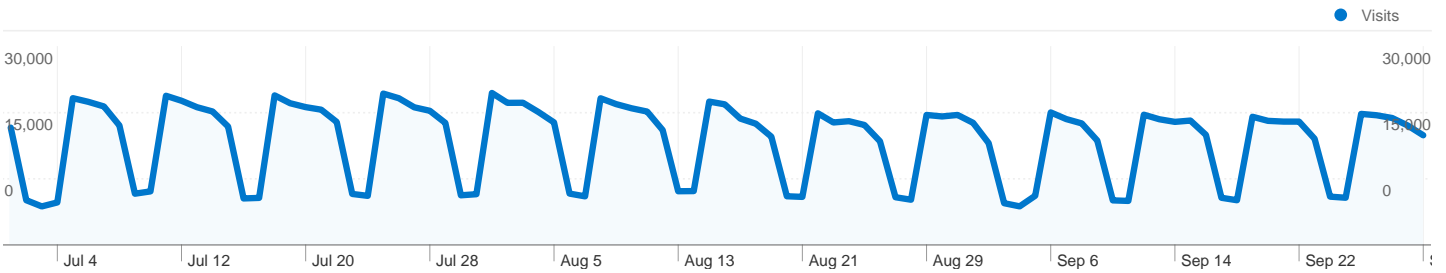


**2,303,334 visits came from 165 countries/territories**

Site Usage

Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
<b>Visits</b> <b>2,303,334</b> % of Site Total: 100.00%	<b>Pages/Visit</b> <b>2.33</b> Site Avg: 2.33 (> 0.00%)	<b>Avg. Time on Site</b> <b>00:02:45</b> Site Avg: 00:02:45 (> 0.00%)	<b>% New Visits</b> <b>29.42%</b> Site Avg: 29.41% (0.04%)	<b>Bounce Rate</b> <b>50.09%</b> Site Avg: 50.09% (> 0.00%)	
United States	2,287,947	2.33	00:02:46	29.21%	50.02%
Canada	4,096	2.06	00:01:37	33.08%	55.10%
India	1,940	2.05	00:01:33	66.91%	57.53%
Philippines	1,232	2.14	00:01:34	72.00%	70.62%
(not set)	1,143	2.21	00:01:51	61.50%	56.61%
United Kingdom	971	1.98	00:01:32	76.73%	64.57%
Australia	461	1.45	00:00:39	77.87%	79.61%
Germany	346	2.39	00:01:52	72.83%	51.45%
China	285	1.98	00:01:38	61.05%	59.65%

Mexico	<b>261</b>	2.30	00:01:48	72.03%	63.22%
					1 - 10 of 165

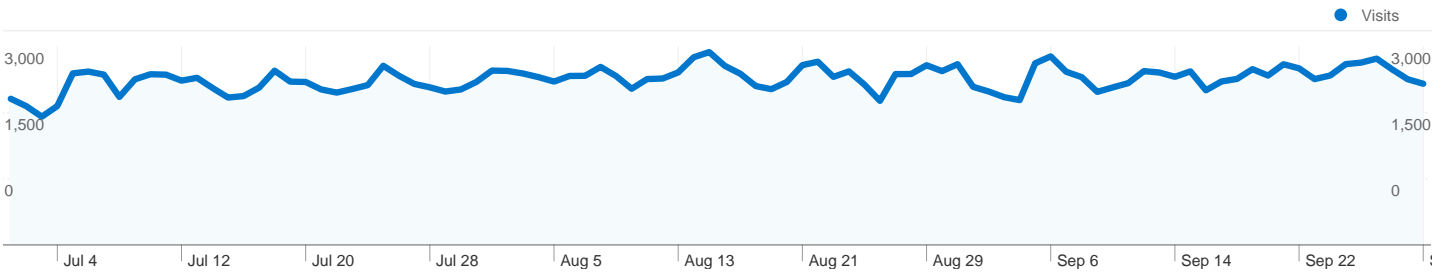


**This browser sent 1,450,706 visits via 10 browser versions**

Site Usage

<b>Visits</b> <b>1,450,706</b> % of Site Total: 62.98%	<b>Pages/Visit</b> <b>2.33</b> Site Avg: 2.33 (-0.07%)	<b>Avg. Time on Site</b> <b>00:03:14</b> Site Avg: 00:02:45 (17.27%)	<b>% New Visits</b> <b>25.86%</b> Site Avg: 29.41% (-12.06%)	<b>Bounce Rate</b> <b>49.84%</b> Site Avg: 50.09% (-0.50%)	
Browser Version	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
8.0	1,016,479	2.27	00:03:42	22.74%	51.77%
7.0	226,827	2.37	00:02:03	33.34%	46.94%
9.0	173,015	2.64	00:02:19	34.25%	42.40%
6.0	34,219	2.32	00:02:01	26.63%	49.42%
999.1	110	2.20	00:01:36	35.45%	49.09%
5.5	38	2.45	00:03:10	52.63%	42.11%
10.0	14	2.36	00:01:47	71.43%	42.86%
4.01	2	1.00	00:00:00	0.00%	100.00%
5.01	1	1.00	00:00:00	100.00%	100.00%
6.1	1	8.00	00:31:10	0.00%	0.00%

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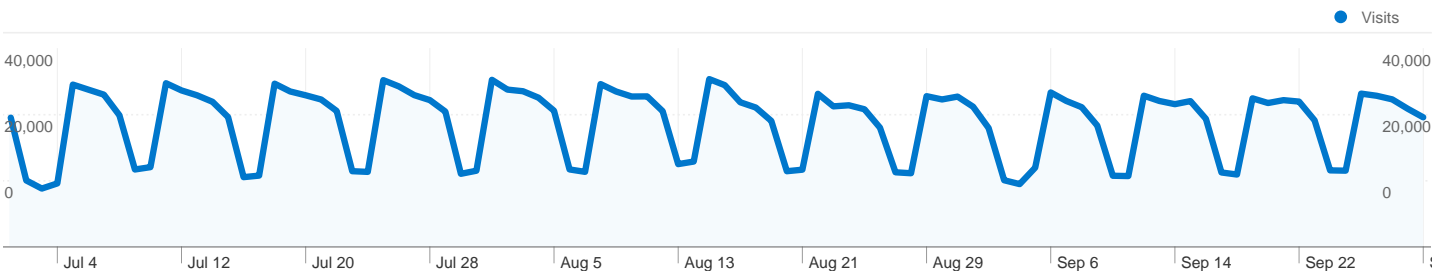


**This browser sent 230,914 visits via 90 browser versions**

Site Usage

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
<b>230,914</b> % of Site Total: 10.03%	<b>2.06</b> Site Avg: 2.33 (-11.90%)	<b>00:01:36</b> Site Avg: 00:02:45 (-42.11%)	<b>25.60%</b> Site Avg: 29.41% (-12.95%)	<b>57.27%</b> Site Avg: 50.09% (14.33%)	
Browser Version	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
6533.18.5	76,184	2.19	00:01:42	33.14%	50.31%
533.21.1	52,226	1.91	00:01:23	12.23%	63.98%
534.50	34,836	1.95	00:01:24	32.66%	61.43%
533.19.4	14,780	1.98	00:01:51	14.61%	61.26%
534.48.3	11,728	2.15	00:01:49	38.16%	55.07%
533.22.3	11,252	1.97	00:01:24	12.27%	62.95%
533.20.27	5,089	2.00	00:01:39	14.93%	60.13%
531.21.10	4,407	2.30	00:01:56	20.85%	49.74%
533.18.5	3,549	1.91	00:01:40	12.60%	64.10%
6531.22.7	3,497	1.92	00:01:13	34.00%	54.05%

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## 2,303,334 visits used 125 browser and OS combinations

### Site Usage

<b>Visits</b> <b>2,303,334</b> % of Site Total: 100.00%	<b>Pages/Visit</b> <b>2.33</b> Site Avg: 2.33 (> 0.00%)	<b>Avg. Time on Site</b> <b>00:02:45</b> Site Avg: 00:02:45 (> 0.00%)	<b>% New Visits</b> <b>29.42%</b> Site Avg: 29.41% (0.04%)	<b>Bounce Rate</b> <b>50.09%</b> Site Avg: 50.09% (> 0.00%)	
Browser and OS	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Internet Explorer / Windows	1,450,203	2.33	00:03:14	25.85%	49.84%
Firefox / Windows	332,391	2.44	00:02:09	39.99%	48.08%
Chrome / Windows	154,972	2.54	00:02:00	35.54%	45.69%
Safari / Macintosh	136,616	1.98	00:01:32	20.15%	61.42%
Android Browser / Android	49,940	2.27	00:02:14	43.40%	51.02%
Safari / iPad	41,568	2.38	00:02:02	30.08%	47.37%
Firefox / Macintosh	41,285	2.37	00:01:49	33.43%	49.39%
Safari / iPhone	37,943	1.99	00:01:20	35.44%	53.21%
Chrome / Macintosh	14,426	2.44	00:01:43	38.09%	47.44%
Firefox / Linux	6,861	2.32	00:01:45	44.10%	51.09%

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