

# COLY POINT OBSERVER

WWW.COLYPOINTOBSERVER.COM.AU

## The Observer

### WEB TRAFFIC



#### PAGE IMPRESSIONS

73,132

#### UB'S

11,185

#### % NEW VISITS

67%

### DEVICES



#### DESKTOP

59%



#### MOBILE

35%



#### TABLET

6%

### ENGAGEMENT



2.93

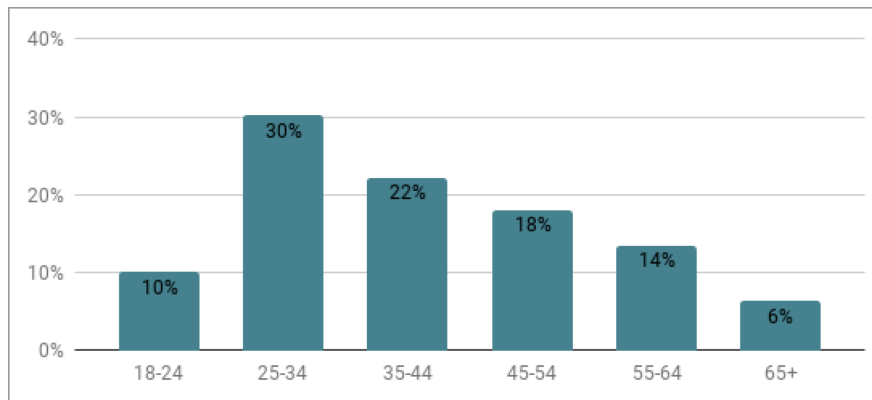
Average Visit Durations



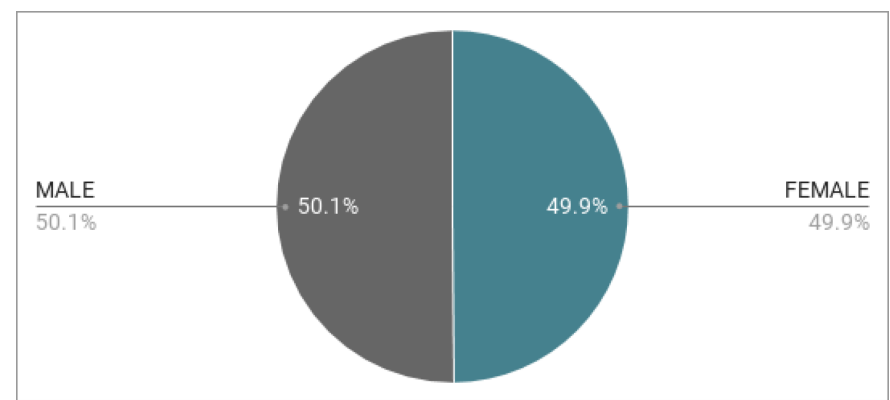
5.00

Pages per visit

### AGE



### GENDER



Source: Google Analytics, JUNE 2017