

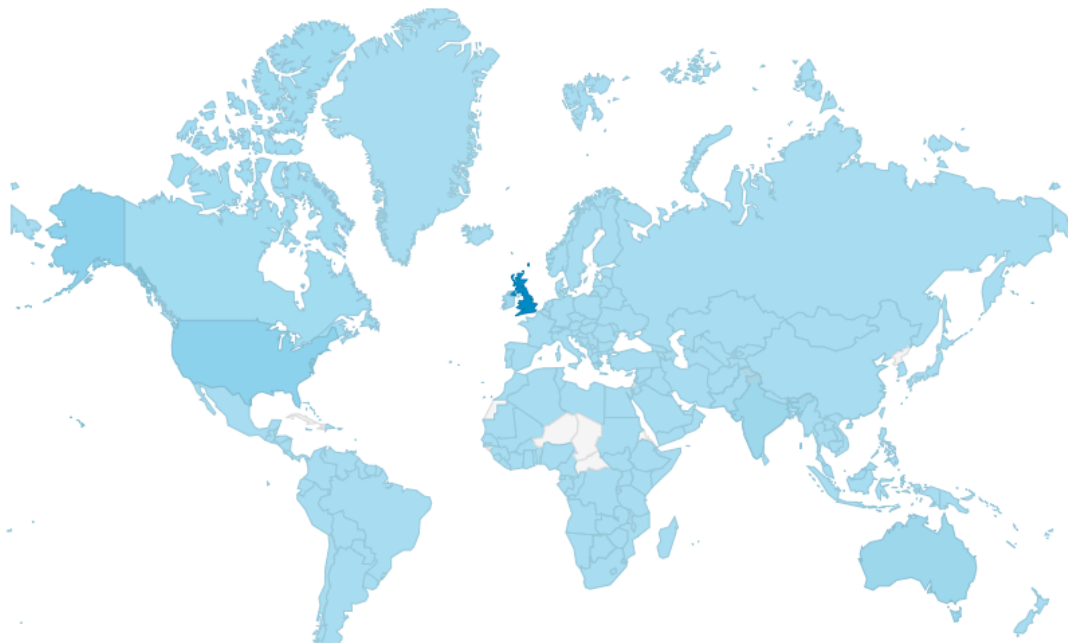
Who uses mathcentre? (December 2013 - November 2014)

Web statistics¹ show that during the last year 216,100 visits² were made by 136,500 visitors³.

Around a third of **mathcentre** users (31%) returned during the year. The average duration of a visit was 3.4 minutes. The use of **mathcentre** resources on mobile phones and tablets is growing (20% in 13/14 and 12% in 2012/13).

Almost two thirds of visits to mathcentre are from the UK (56%). International users are based in a wide range of countries (see map below). The top nine are:

- US (8.4%)
- Australia (4.5%)
- India (4%)
- Ireland (2.5%)
- Canada (1.6%)
- Philippines (1.1%)
- South Africa (1.1%)
- Singapore (0.9%)
- Pakistan (0.8)



¹ Google Analytics - 1 December 2013 – 30 November 2014

² 245,000 in 2012/13 and 240,000 in 2011/12

³ 131,000 in 2012/13 and 128,000 in 2011/12