

	Av Mo. Visits (000s)	Direct Av Mo. Visits (000s)	%	Paid Search Av Mo. Visits (000s)	%	Organic Search Av Mo. Visits (000s)	%	Paid Social Av Mo. Visits (000s)	%	Organic Social Av Mo. Visits (000s)	%	Other Av Mo. Visits (000s)	%
Q4'16 Av.	30,684	6,858	22%	734	2.4%	20,009	65%	0.1	0.0%	1,592	5%	1,491	5%
Q1'17 Av.	32,437	7,588	23%	700	2.2%	20,919	64%	2	0.0%	1,510	5%	1,718	5%
Q2'17 Av.	27,085	6,827	25%	318	1.2%	17,100	63%	12	0.0%	1,489	5%	1,339	5%
Q3'17 Av.	21,917	5,409	25%	546	2.5%	12,269	56%	58	0.3%	1,773	8%	1,861	8%
Q4'17 Av.	29,521	7,380	25%	589	2.0%	18,220	62%	80	0.3%	1,318	4%	1,934	7%
Q1'18 Av.	32,250	7,503	23%	508	1.6%	20,835	65%	45	0.1%	1,432	4%	1,928	6%
Q2'18 Av.	27,172	6,285	23%	330	1.2%	16,916	62%	13	0.0%	1,915	7%	1,712	6%
Q3'18 Av.	20,485	4,977	24%	310	1.5%	11,430	56%	5	0.0%	1,269	6%	2,493	12%