

## Web

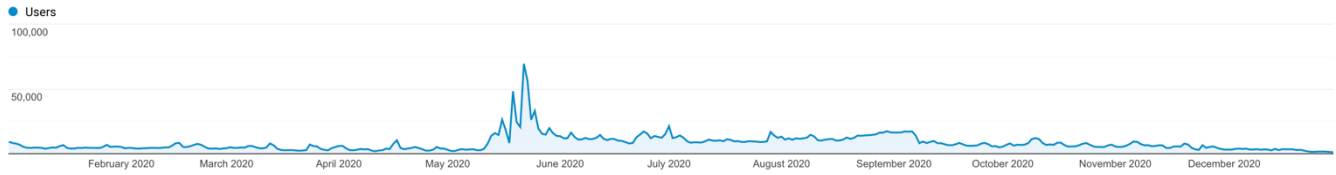
The Toronto Zoo website saw an overall 30% increase on sessions and total users in 2020, even without being fully operational for 9 months of the year. We did have less pageviews than in 2019, but we did not add as many additional web pages (events etc.) based on our operations.

| Pageviews | Total      | % Change        |
|-----------|------------|-----------------|
| 2013      | 10,957,822 |                 |
| 2014      | 9,049,098  | 17% decrease    |
| 2015      | 8,445,384  | 7% decrease     |
| 2016      | 10,080,532 | 19% increase    |
| 2017      | 7,902,359  | 21% decrease    |
| 2018      | 7,383,562  | 6.56% decrease  |
| 2019      | 8,755,235  | 18.5 % increase |
| 2020      | 7,957,805  | 9% decrease     |

| Sessions | Total     | % Change     |
|----------|-----------|--------------|
| 2013     | 2,564,034 |              |
| 2014     | 2,250,224 | 12% decrease |
| 2015     | 2,344,199 | 4% increase  |
| 2016     | 3,099,762 | 32% increase |
| 2017     | 2,550,766 | 17% decrease |
| 2018     | 2,168,398 | 15% decrease |
| 2019     | 2,603,662 | 20% increase |
| 2020     | 3,439,681 | 32% increase |

| Users | Total     | % Change     |
|-------|-----------|--------------|
| 2013  | 1,691,737 |              |
| 2014  | 1,551,501 | 8% decrease  |
| 2015  | 1,511,139 | 3% decrease  |
| 2016  | 1,956,064 | 29% increase |
| 2017  | 1,575,988 | 19% decrease |
| 2018  | 1,386,467 | 12% decrease |
| 2019  | 1,623,291 | 17% increase |
| 2020  | 2,135,317 | 31% increase |

There was a substantial spike in traffic in June, when the Zoo launched Scenic Safari.



## Referral Traffic

The majority of traffic to torontozoo.com comes from organic google search (comprising of 63% or high for total sessions). An additional 23% is direct traffic that goes straight to torontozoo.com. This infers that about 86% of users have intent on visiting the website before they do.

The top sources for website traffic are listed below.

| Source / Medium                | Users   | New Users | Sessions |
|--------------------------------|---------|-----------|----------|
| google / organic               | 1268434 | 1199437   | 2160371  |
| Direct                         | 553594  | 549988    | 795415   |
| Facebook                       | 92864   | 83935     | 120285   |
| Starcomm / digital             | 91528   | 90386     | 127229   |
| Twitter                        | 14164   | 11062     | 20627    |
| bing / organic                 | 13170   | 11701     | 19634    |
| Google Adwords                 | 10858   | 8055      | 14320    |
| Yahoo                          | 9676    | 8637      | 15490    |
| dealscove.com / referral       | 8857    | 1298      | 13071    |
| baidu / organic                | 8188    | 7951      | 9367     |
| m.sogou.com / referral         | 7910    | 7784      | 9561     |
| Accuweather / Hero             | 7779    | 7595      | 11184    |
| m.baidu.com / referral         | 6840    | 6747      | 8319     |
| l.instagram.com / referral     | 6116    | 5586      | 6910     |
| wagjag.com / referral          | 4844    | 1280      | 7028     |
| wap.sogou.com / referral       | 4641    | 4474      | 6155     |
| ClueP / BB                     | 4583    | 3992      | 5009     |
| ClueP / Mobile                 | 4500    | 3907      | 5019     |
| blogto.com / referral          | 3864    | 3385      | 4320     |
| ca.search.yahoo.com / referral | 3612    | 3168      | 5259     |
| duckduckgo / organic           | 3311    | 3084      | 5135     |
| so.com / referral              | 3308    | 3180      | 4166     |

# Demographics

## Location

| City                             | Users   | % Users |
|----------------------------------|---------|---------|
| 1. <a href="#">Toronto</a>       | 793,970 | 35.18%  |
| 2. <a href="#">Brampton</a>      | 112,438 | 4.98%   |
| 3. <a href="#">Mississauga</a>   | 96,455  | 4.27%   |
| 4. <a href="#">Markham</a>       | 75,003  | 3.32%   |
| 5. <a href="#">(not set)</a>     | 65,358  | 2.90%   |
| 6. <a href="#">Hamilton</a>      | 60,472  | 2.68%   |
| 7. <a href="#">Vaughan</a>       | 58,419  | 2.59%   |
| 8. <a href="#">Richmond Hill</a> | 50,685  | 2.25%   |
| 9. <a href="#">Oshawa</a>        | 43,393  | 1.92%   |
| 10. <a href="#">Ottawa</a>       | 39,373  | 1.74%   |

| Country                           | Users     | % Users |
|-----------------------------------|-----------|---------|
| 1. <a href="#">Canada</a>         | 1,928,394 | 90.02%  |
| 2. <a href="#">United States</a>  | 87,110    | 4.07%   |
| 3. <a href="#">China</a>          | 41,772    | 1.95%   |
| 4. <a href="#">United Kingdom</a> | 12,300    | 0.57%   |
| 5. <a href="#">(not set)</a>      | 7,710     | 0.36%   |
| 6. <a href="#">India</a>          | 6,632     | 0.31%   |
| 7. <a href="#">Australia</a>      | 4,713     | 0.22%   |
| 8. <a href="#">Japan</a>          | 3,315     | 0.15%   |
| 9. <a href="#">Indonesia</a>      | 2,944     | 0.14%   |
| 10. <a href="#">Germany</a>       | 2,634     | 0.12%   |

## Age and Gender

