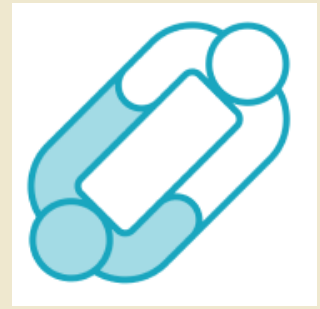


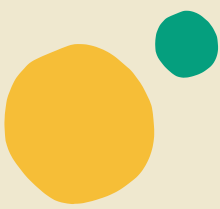
# A YEAR OF CORNWALL LINK - 2021

Connecting you and  
your community



## USERS

27,957 of which 88.2% were new. There are now 1,250 members and 600 activities



## MOST POPULAR TIME OF DAY

The highest usage is Friday's at 11.00am, and Tuesdays also 11.00am & also 3.00pm



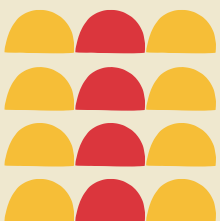
## HOW ACCESSED

Most users access Cornwall Link via a desktop (50.9%), followed by mobile (41.4%) and tablet (7.7%)



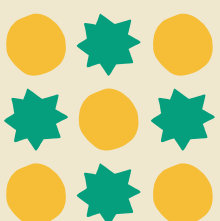
## GENDER

More women than men use Cornwall Link (60.6% vs. 39.4%)



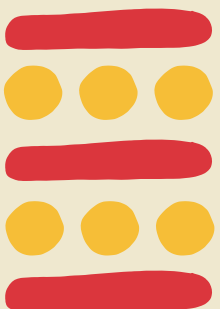
## AGE

The highest age group of users is 65+ years at 20% closely followed by 25-34 years (18.24%)



## SEARCH ENGINE

The most popular is Google Chrome (47.48%) followed by Safari (31.34%). Organic searches (via search engines) account for 60.5%, followed by direct (entering a URL) at 31.7% and referrals (link from another website) are 4.9%



## DEVICE

Mobile: Iphone dominates at 41.68%, then Ipad (8.97%). All the combined Samsung devices represent 8.72%



## MOST POPULAR PAGES

[Steps Into Wellness \(SIW\)](#)  
[The Suzie Project](#)  
[Cornish Ramblings Walking Group](#)  
[Transport Access People \(TAP\)](#)  
[Community Stories](#)

2022 ...

Promotion, Free Virtual Training Sessions, Staff & IM Partner training, Improved Retention, Increased Membership & Listings, User Groups, Continual Improvement of User Experience

[www.cornwall-link.co.uk](http://www.cornwall-link.co.uk)