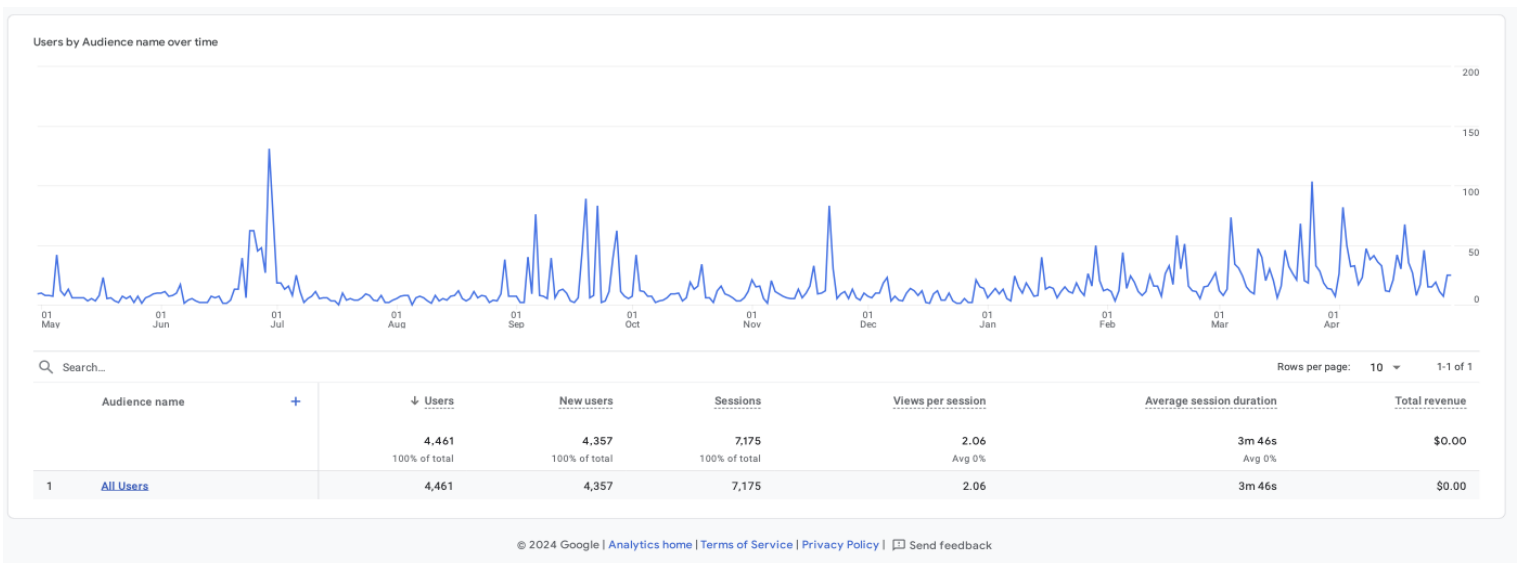


UWRA Website Report 2024

The following is a summary of user data, from Google Analytics, for the UWRA Website located at <https://uwaterloo.ca/retirees-association/>.

The chart below shows the pattern of website views for the 2023-2024 year. The peaks result when UWRA sends emails to retirees promoting news and events. At the start of 2024 the site experienced increased views due to the **CURAC 2024 National Conference- Thriving in Retirement*. (*CURAC = College and University Retiree Associations of Canada)



Summary of use and users April 30, 2023 to April 30, 2024.
Total views: 14,813. Total users: 4,461

UWRA web page views

The Conference 2024 page (*CURAC* 2024 National Conference*) experienced a high number of views, which is exceptional considering the event notification began in January. The Home page is often the primary “landing page” for the site and is expected to experience a high number of views. Email messages that direct retirees to the website increase specific page views and this supports the practice of using multiple types of information delivery.

The use of “forms” on UWRA’s site for events saves the UWRA third party expenses for registering participants for those events.

Top Twenty Pages Viewed

Conference 2024	2847
Home	2236
WATtimes	648
Whisky, The Water of Life	637
About Retirees Association	488
Learning Opportunities	482
Events	478
Membership application and renewal form	376
Membership	373
UWRA 2023 Holiday Reception Registration Form	371
Contacts	293
News	278
University of Waterloo resources	235
Annual General Meeting Reports 2023	233
Whisky Tasting RSVP	211
UWRA Presentation: Whisky-The Water of Life	204
UWRA 2023 Holiday Reception	179
UWRA Fall Luncheon 2023	179
Roles of the UWRA Board of Directors	174
Contact UWRA	170

Views Overall:

- 33% of all views relate to information about the UWRA, such as Home page, About, Membership, Contacts etc.
- 22% of all views relate to CURAC.
- The balance of views are Events and News related.

A Global Community

Users access the site from 59 countries in total.

Top Twenty Web Page Users by County:

Country	Users	Country	Users
Canada	3552	Mexico	8
Germany	480	Netherlands	7
China	133	Australia	6
United States	96	Indonesia	6
Philippines	29	Portugal	6
India	21	Singapore	5
Nigeria	15	Brazil	4
Palau	14	Guam	4
United Kingdom	14	Italy	4
France	8	Jordan	4