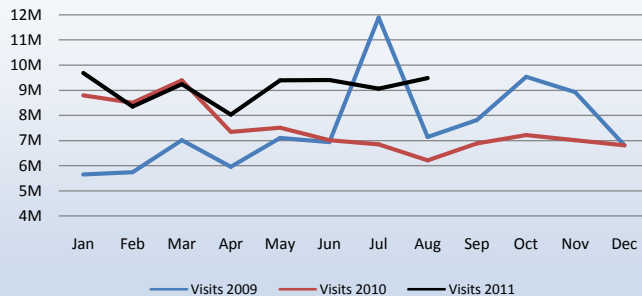


# NHS Choices Performance Report

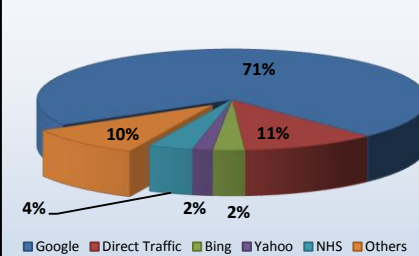
## Service Usage

Paper No: 05/110913

### Visits to NHS Choices



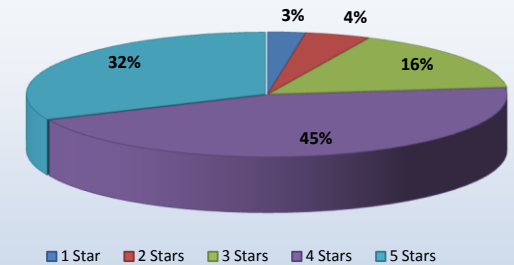
### Top Referrers



### Top Search Terms

Top 10
nhs
NHS Choices
bmi calculator
bmi calculator
Thrush
european health insurance card
bmi calculator for women
chicken pox
depression symptoms
cystitis

### Star Ratings\*\*



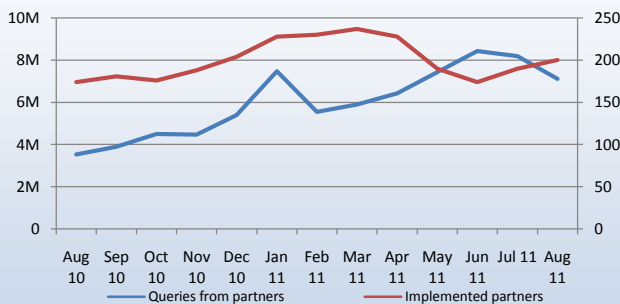
	July	August	% Variance
Total Visits	9062355	9490260	↑ 4.72%
Total Visitors	6861572	7147876	↑ 4.17%
Average Pages per Visit	3.25	3.29	
Average Visit Duration	6 Mins 39 Secs	6 Mins 41 Secs	

\* Queries from partners represents the number of queries made during the month. Implemented Partners refers to a partner who has raised at least 1 query in any given month, and not the total number of partners who have a link to our content on their site. 10 new partners signed up to use the services in August. There are now 785 partners who have created syndication accounts, 200 of these are live and implemented. Feed usage in August created 7.1 Million queries to the choices servers. \*\* This is based on the average star ratings for any given page, and is calculated on all ratings rather than just monthly data. (7373 pages have been rated so far with an additional 112 pages rated during August with a total of 238731 ratings given, 8295 during August)

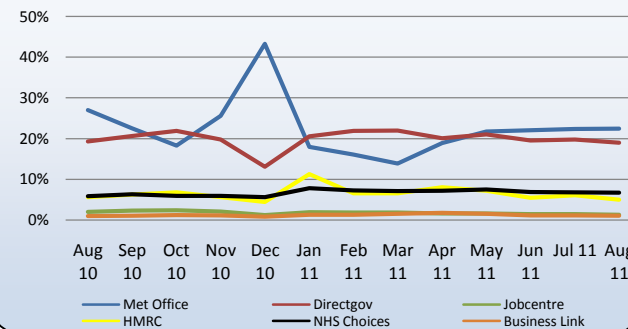
Rating	July	August	difference
1 Star	182	187	↑ 5
2 Stars	325	323	↓ -2
3 Stars	1193	1199	↑ 6
4 Stars	3251	3327	↑ 76
5 Stars	2310	2337	↑ 27
Total Rated	7261	7373	↑ 112

## Reporting for Period : August 2011

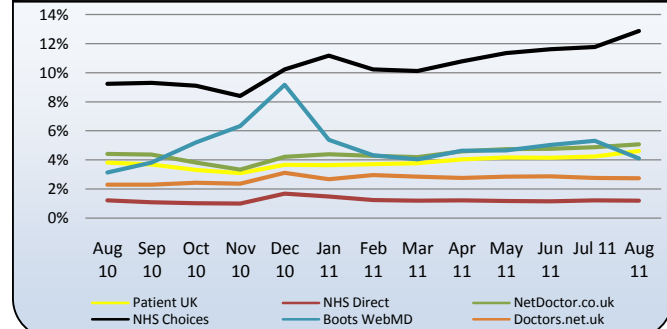
### \*Distribution



### Hitwise - Market Share - Government

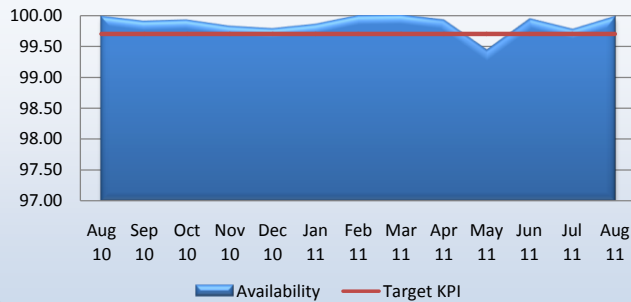


### Hitwise - Market Share - Health Sector

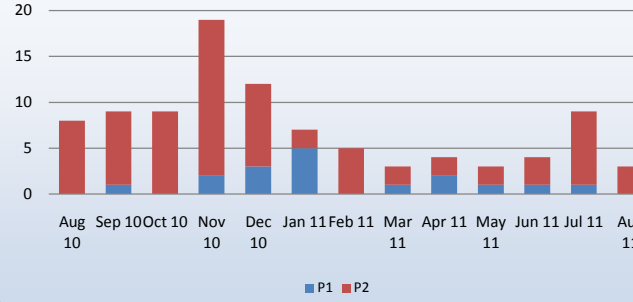


Reporting for Period : August 2011

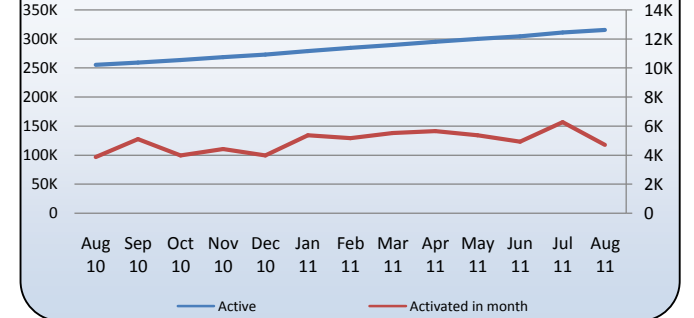
### Site Availability



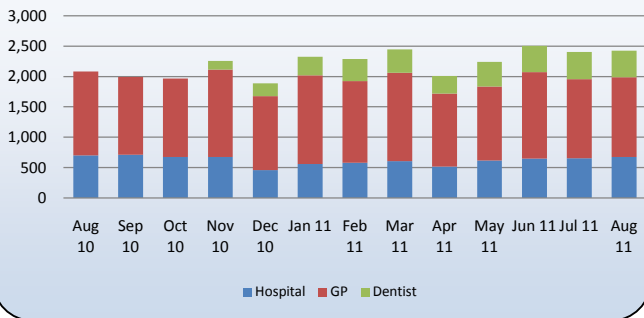
### P1 and P2 helpdesk artefacts raised



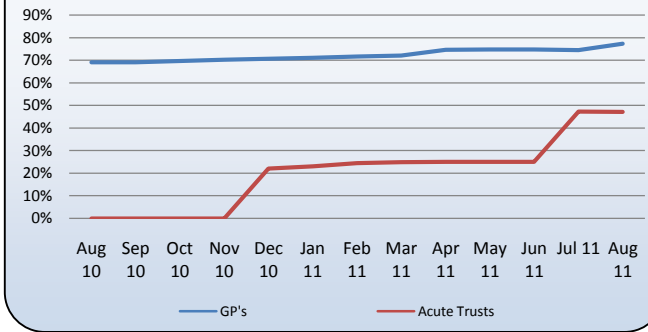
### Active and New Site User Accounts



### \*\*\* "Your Thoughts" GP, Hospital & Dentist Comments



### Total GP Practices & Acute Trusts managing data



\*\*\* GP, Hospital and Dentist comments are displayed as number of verified Activated comments. The verified number reported on will continue to increase as verification of comments continues into the next month, so is a slightly inaccurate and the actual number will usually be more positive.

\*\*\*\* Acute Trusts managing data has increased in the last two months due to a change in the definition of what is classified as an acute trusts page available for editing.