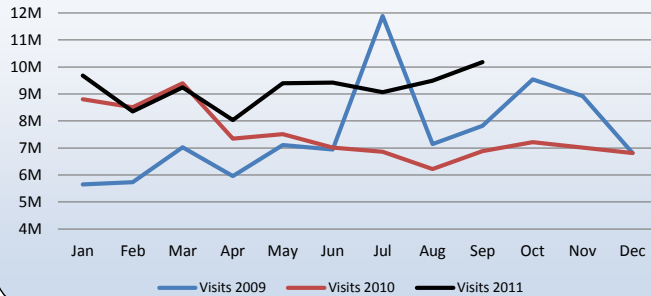


NHS Choices Performance Report

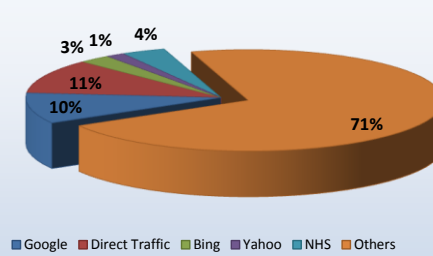
Service Usage

Paper No: 05/111011

Visits to NHS Choices



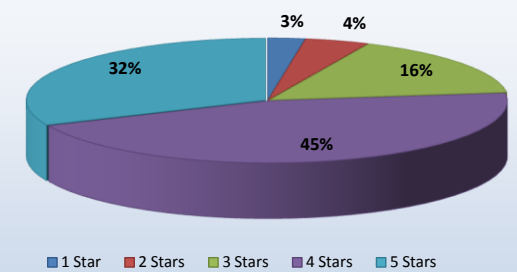
Top Referrers



Top Search Terms

Top 10
nhs
NHS Choices
bmi calculator
bmi
bmi calculator for women
Thrush
nhs direct
Depression
european health insurance card
cystitis

Star Ratings**



	August	September	% Variance
Total Visits	9,490,260	10,174,275	7.21%
Total Visitors	7,147,876	7,685,848	7.53%
Average Pages per Visit	3.29	3.14	
Average Visit Duration	6 Mins 41 Secs	6 Mins 55 Secs	

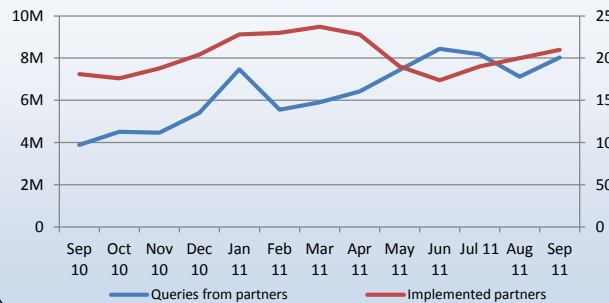
* Queries from partners represents the number of queries made during the month. Implemented Partners refers to a partner who has raised at least 1 query in any given month, and not the total number of partners who have a link to our content on their site. 9 new partners signed up to use the services in September. There are now 782 partners who have created syndication accounts, 210 of these are live and implemented. Feed usage in September created 8 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. (7457 pages have been rated so far with an additional 84 pages rated during September with a total of 247053 ratings given, 8322 during September)

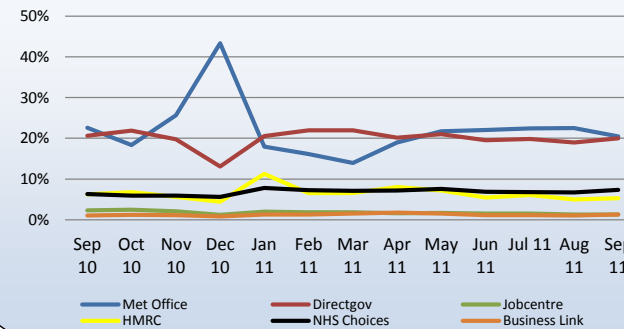
Rating	August	September	difference
1 Star	187	187	0
2 Stars	323	322	-1
3 Stars	1199	1206	7
4 Stars	3327	3386	59
5 Stars	2337	2356	19
Total Rated	7373	7457	84

Reporting for Period : September 2011

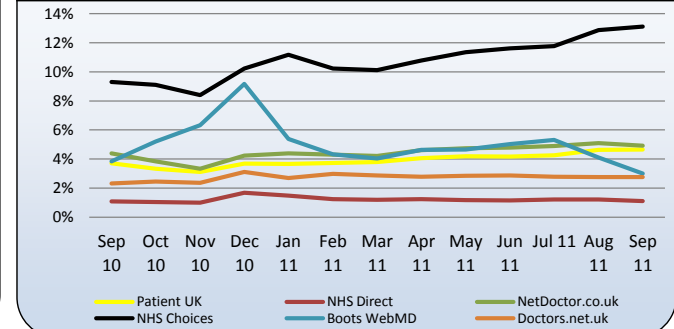
*Distribution



Hitwise - Market Share - Government

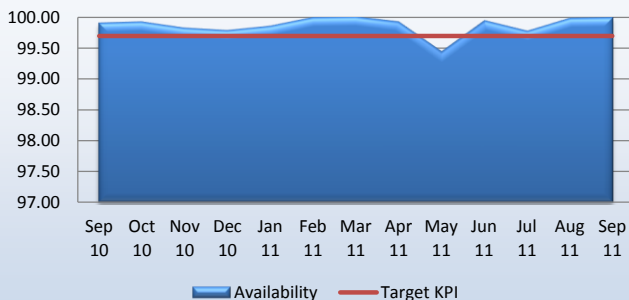


Hitwise - Market Share - Health Sector

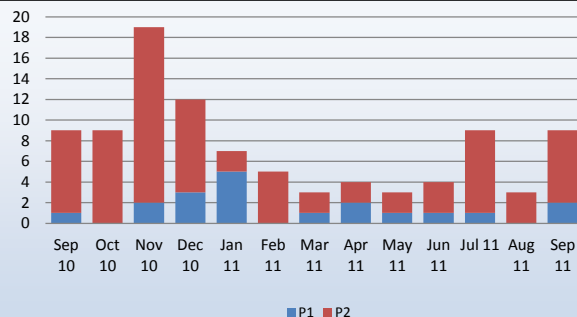


Reporting for Period : September 2011

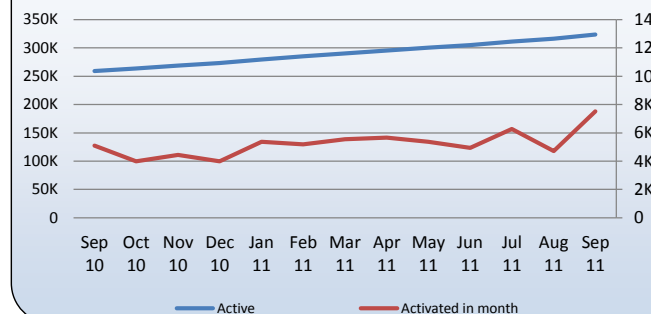
Site Availability



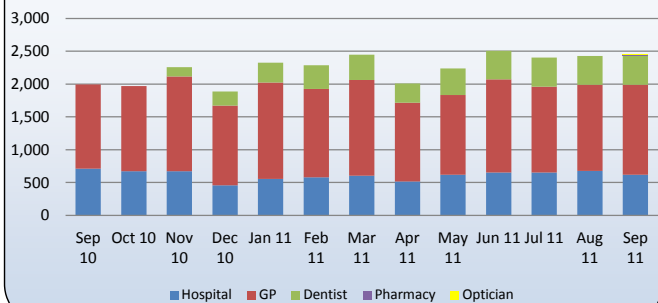
P1 and P2 helpdesk artefacts raised



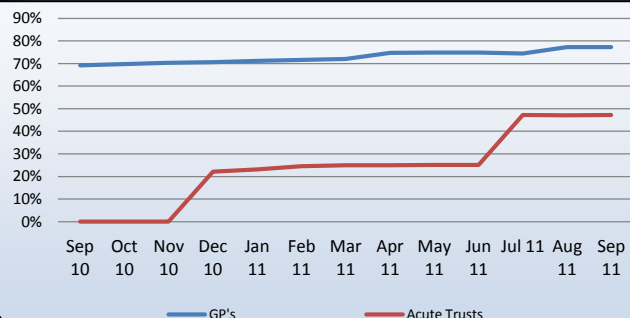
Active and New Site User Accounts



*** "Your Thoughts" GP, Hospital, Dentist, Pharmacy & Optician Comments



Total GP Practices & Acute Trusts managing data



*** GP, Hospital, Dentist, Pharmacy and Optician 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.