

# CHOICES IN 2015

2013

361 MILLION

2014

503 MILLION

2015

583 MILLION VISITS!

## KEY TRENDS



68%

Mobile & tablet usage up 5% on 2014



2M Daily Visits

February 23 saw a new record for daily visits totalling 2,043,095



#1

Health information website in the UK

## 2015'S BIG EVENTS

Lyme Disease



In the news between March and November with several celebrities getting the disease, as well as a UK outbreak in the summer

EHIC



2.3 million click-throughs to apply for an EHIC card - up 84% from last year

C4L 10 Minute Shake Up



388,627 registrations - up 33% compared with the 2014 campaign

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