

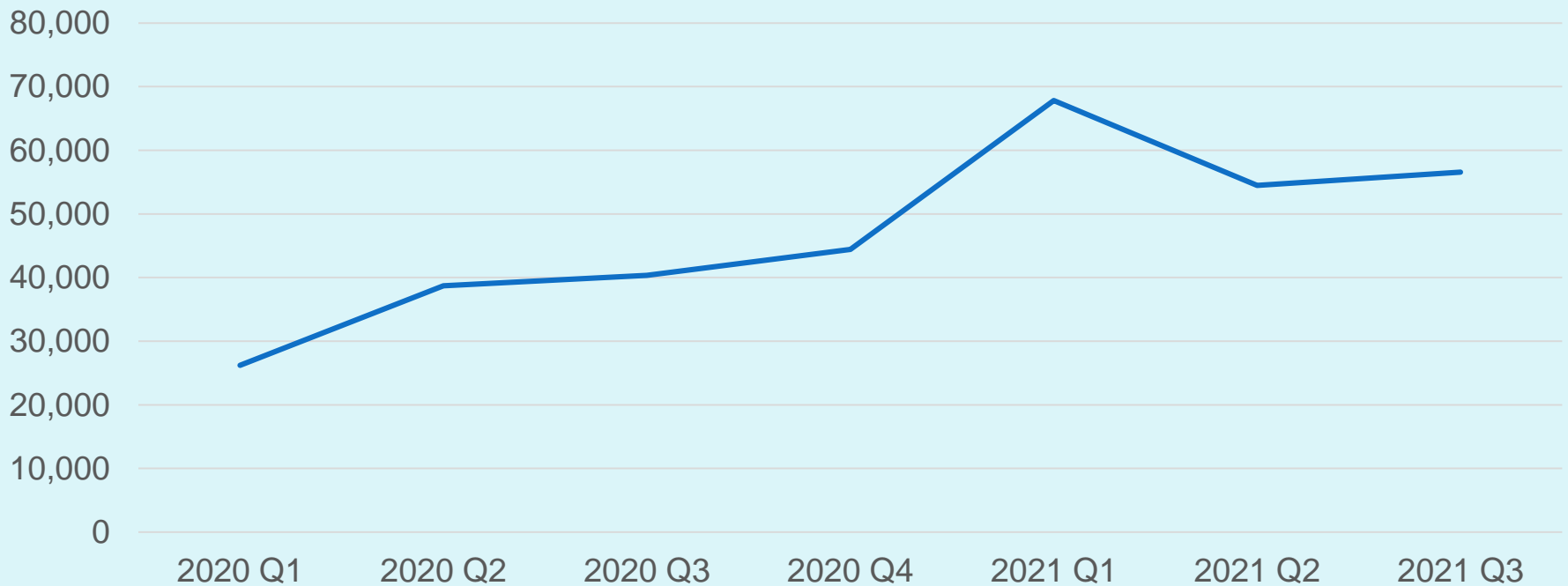


Gulf of Mexico Fishery Management Council

2021 Communications Analytics

Website

Website Sessions 2020-2021



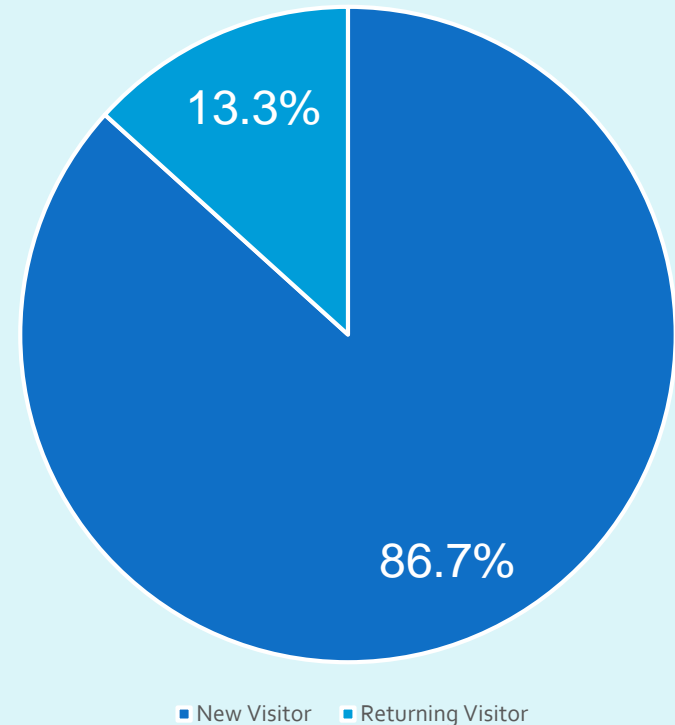
	2017	2018	2019	2020	Q1-Q3 2021
Annual Sessions	132,878	154,348	137,854	149,656	178,845
Annual Page Views	285,806	313,570	252,237	287,103	289,035

Website

2021 Website Use by Page

Page	# of Views	%
Homepage	46,779	16.8%
Federal Fishing Regulations	43,986	15.22%
Red Snapper Regulations Page	9,500	3.29%
Council Meetings	8,918	3.09%
April Council Meeting	4,366	1.51%
Gray Snapper Regulations Page	4,219	1.46%
June Council Meeting	4,153	1.44%
Fishing Regulations	3,979	1.38%
January Council Meeting	3,549	1.23%
SSC Meetings	3,466	1.20%

107,187 Users



Recreational Fish Rules

	2019	2020	Q1, Q2, & Q3 2021
Unique Users	228,000	300,000	412,000
Sessions Per user			7.1
Average Engagement Time Per Use			1 Minute, 23 Seconds

SPECIES_NAME

CUSTOM PARAMETER

EVENT COUNT

(total) 200 items	9.2M
Drum, Red	225K
Grouper, Gag	196K
Amberjack, Greater	196K
Snapper, Red	184K
Flounder	184K
Seatrout, Spotted	179K
Grouper, Black	164K
Cobia	152K



Top
Species
Views



Top
Location
Views

CUSTOM PARAMETER

EVENT COUNT

(total) 177 items	9.2M
South Atlantic Federal Waters	151K
Gulf of Mexico Federal Waters	134K
Texas State Waters	101K
FL Monroe County	99K
Virginia State Waters	72K
Georgia State Waters	62K
Louisiana State Waters	62K
Mississippi State Waters	50K

Commercial Fish Rules

	Q1, Q2, & Q3 2021
Users	XXX
Sessions Per user	3.5
Average Engagement Time Per Use	2 Minute, 17 Seconds

Users ▾ by City

CITY	USERS
Charlotte	137
Washington	137
Orlando	136
Roseville	128
Coffeyville	88
Tampa	85
Raleigh	72

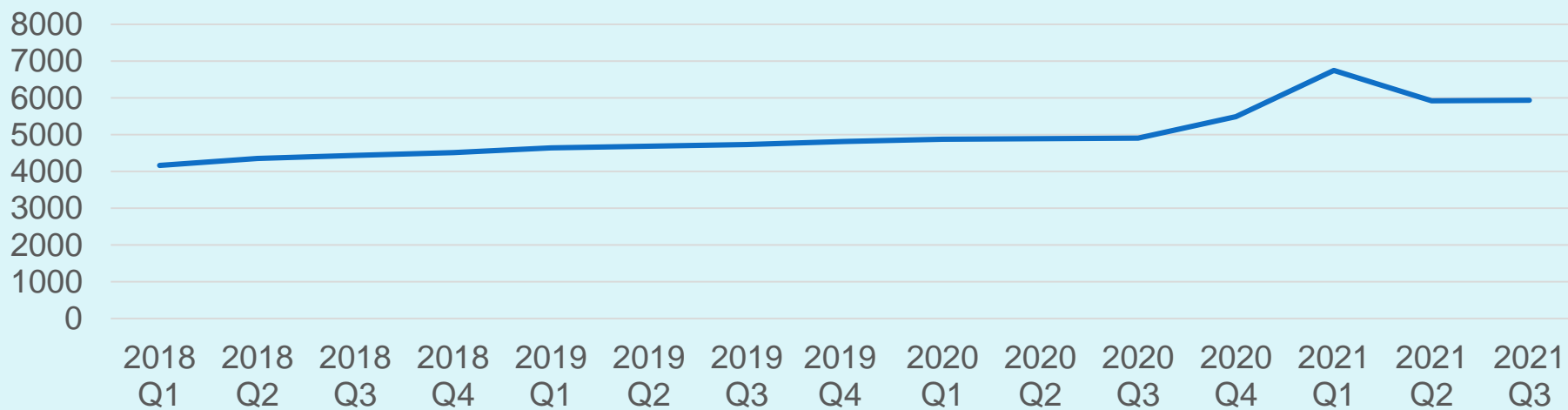
←
Top Views by City

→
Top Page Views

Page title and screen name ▾ +	↓ Views	Users	New users	Views per user	Average engagement time
Totals	117,422 0.28% of total	1,389 0.34% of total	1,406 0.51% of total	84.54 Avg -17.5%	9m 31s Avg -46.88%
1 (not set)	50,542	1,389	1,336	36.39	0m 15s
2 Permit	22,083	682	0	32.38	3m 40s
3 SpeciesRegulation	16,378	603	0	27.16	5m 02s
4 Home	15,575	1,298	70	12.00	2m 12s
5 AddPermit	4,043	913	0	4.43	1m 12s
6 MainMenu	2,740	922	0	2.97	0m 34s
7 PermitMap	2,004	365	0	5.49	2m 46s
8 GeneralInfo	1,868	278	0	6.72	3m 24s
9 GridTileExplainer	1,554	351	0	4.43	1m 55s
10 AllAreaRestrictions	635	428	0	1.48	0m 24s

Email Listserve

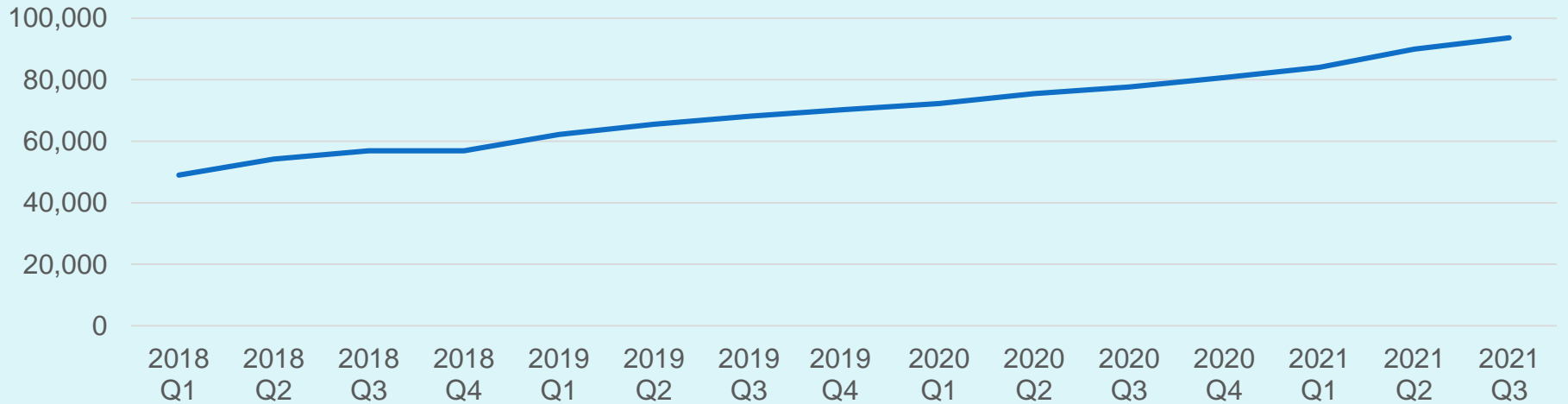
Listserve Subscribers 2018-2021



	2017	2018	2019	2020	Q1, Q2, Q3 2021
Subscribers	4011	4509	4817	5492	5937
Publications	69	83	77	98	84
Open Rate	35.79%	34.58%	34.56%	32.82%	31.81%

YouTube

Total Video Views

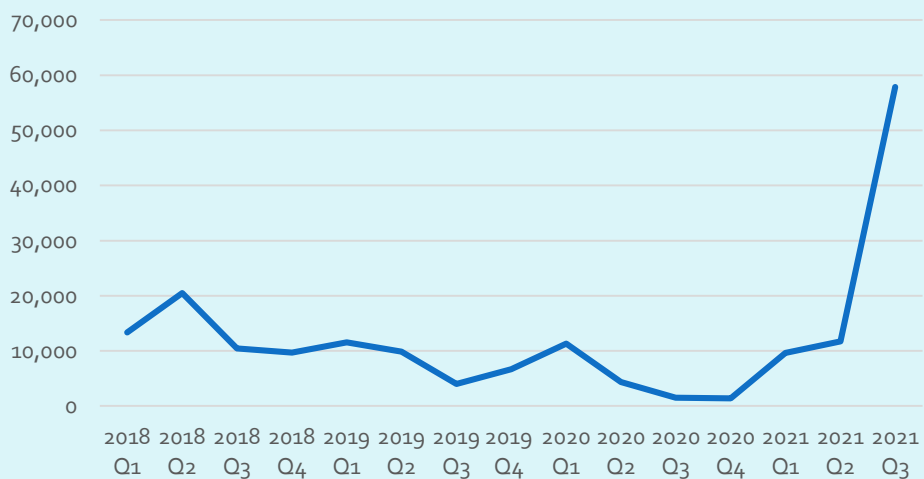


	2017	2018	2019	2020	Q1, Q2, Q3 2021
Total Views	8,638	10,555	13,327	10,409	12,961
Video Views	1,684	2,303	1122	545	864
Videos	12	11	6	5	6

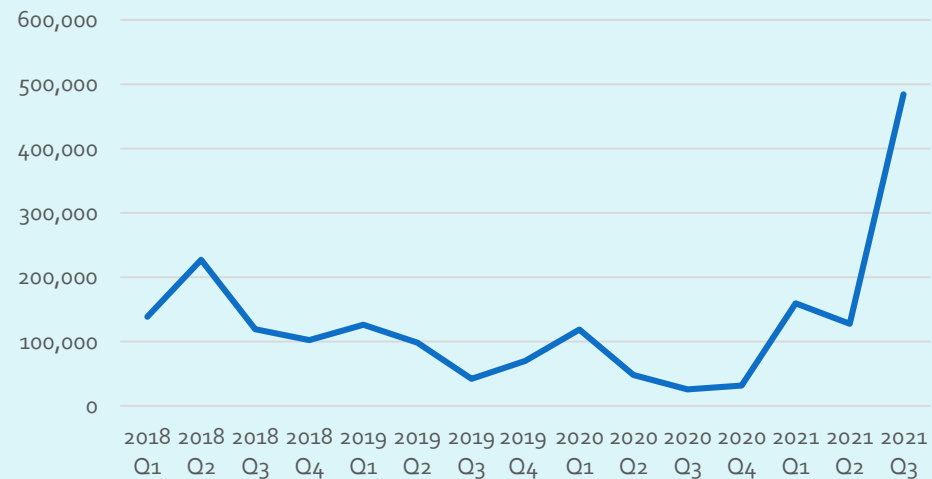
Facebook

	2017	2018	2019	2020	Q1, Q2, Q3 2021
Followers	8,709	9,537	9917	10,230	12,259
Engagements	141,921	53,975	32,101	18,542	79,205
Reach	N/A	588,423	337,230	224,686	772,180

Quarterly Engagements

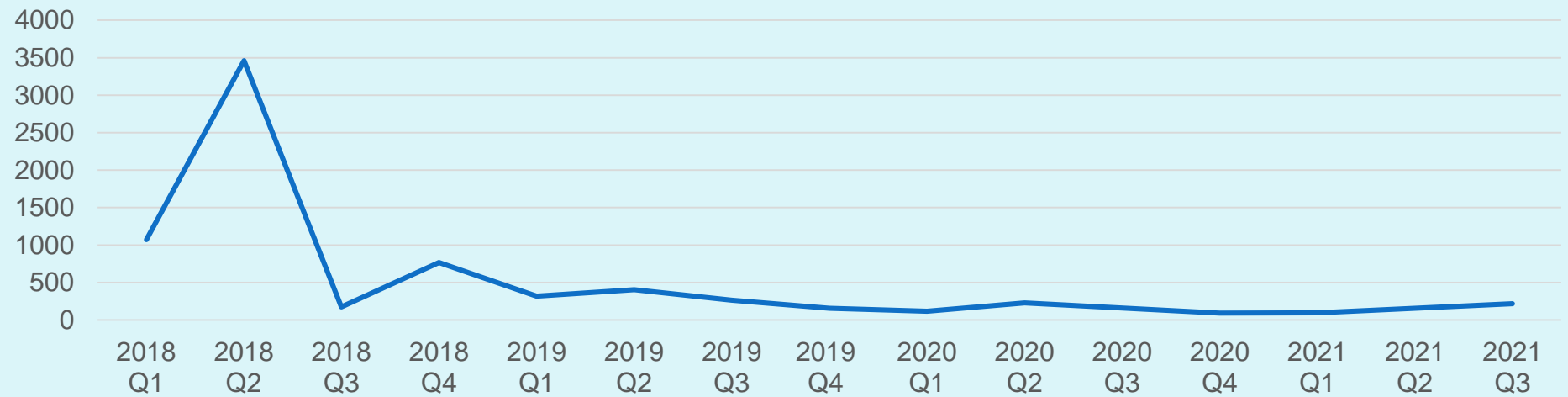


Quarterly Reach



Gulf Currents Blog

Blog Post Views



	2017	2018	2019	2020	Q1, Q2, Q3 2021**
Page Views	40,764	20,101	13,903	8,541	595
Post Views	6,836	6,265	1122	593	468
Posts	7	9	7	7	9

Public Hearings

Amendment	Year	# of Meetings	Attendees	Average Attendees Per Meeting
Hogfish 43	2017	2	21	10.5
Sector Separation Sunset 45	2017	7	304	43.4
King Mack Allocation Sharing 29	2017	8	37	4.625
Coral 7	2017	8	75	9.375
Triggerfish 46	2017	4	36	9
Shrimp 17b	2018	8	75	9.375
Coral 9	2019	10	57	5.7
State Management of Red Snapper 50	2019	11	198	18
Red Grouper Allocation and Catch Limits 43	2021	3	168	56
Cobia Catch, Possession, and Size Limits 32	2021	7	38	5.42