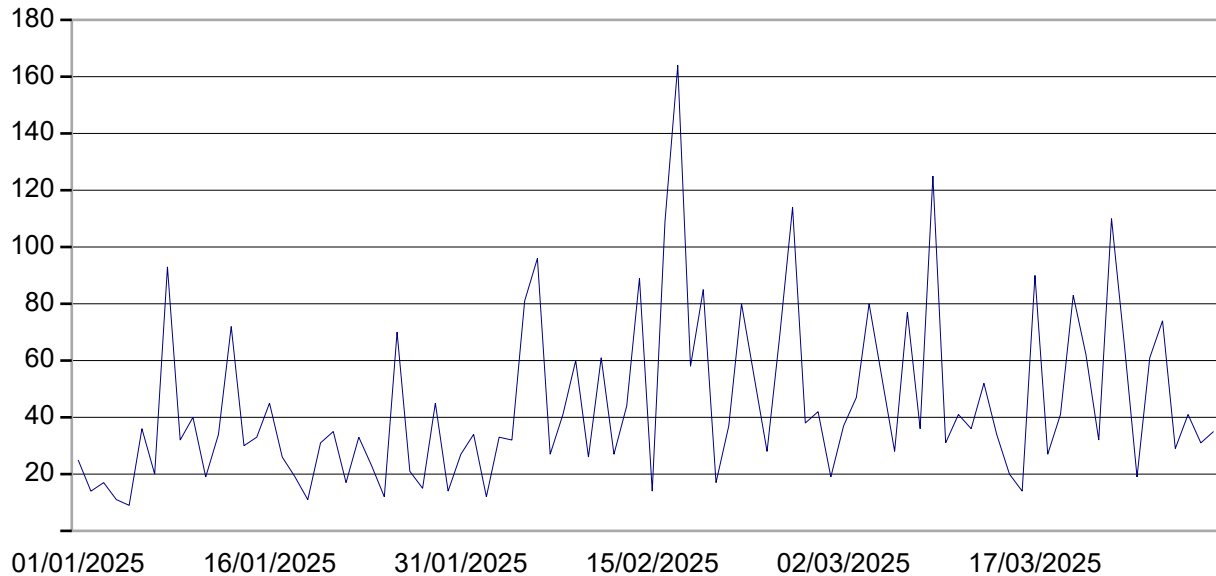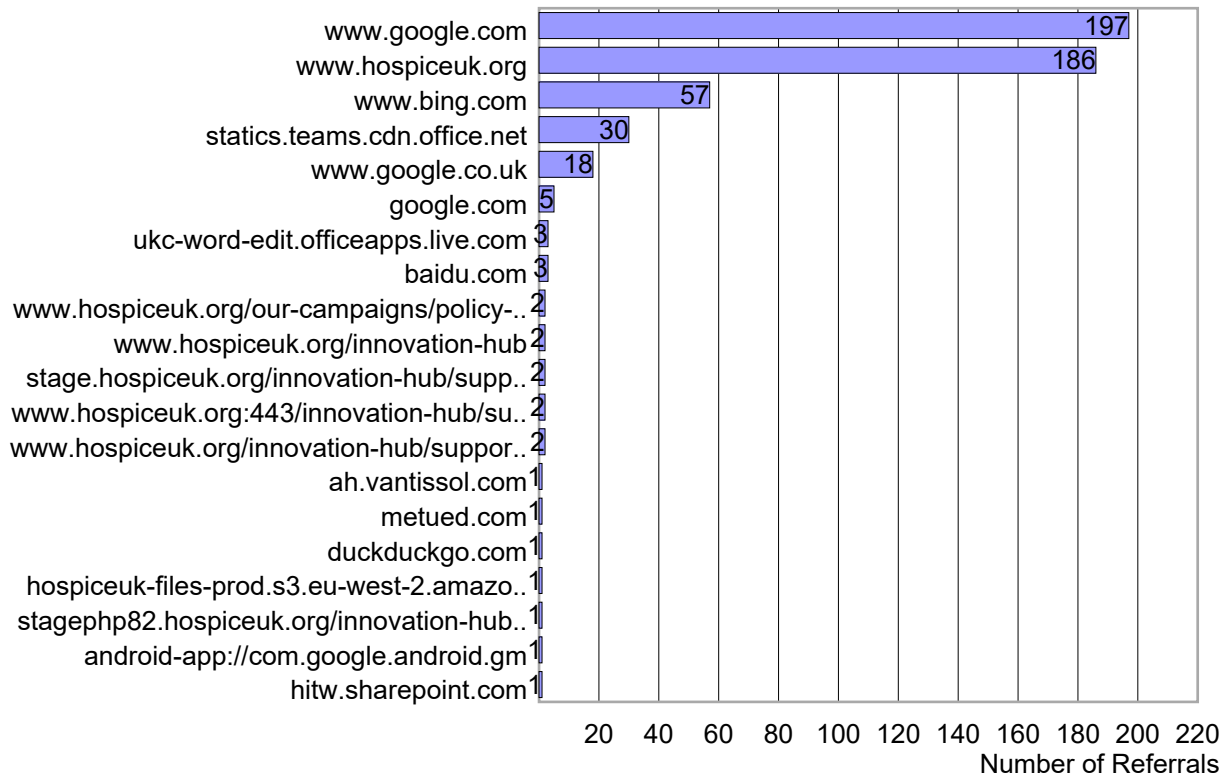# PopNAT Usage Report
Reporting Period: 01/01/2025 to 31/03/2025

This period saw very strong figures. Attributing these to a single cause is challenging, due to a number of factors, although recent updates look likely to have contributed. At least two AI systems have harvested the content of PopNat in this quarter. Best efforts have been made to remove these from the data, but it should be noted this is less reliable than removing typical search-engine bots.

There were a total of 4,033 visits in the quarter (~43 per day), the best performance on record. This was skewed with Feb and March notably stronger than January. This corresponds well with both the new branding and latest data update going live at the end of Jan.

Search engines were again the top source of traffic. There was also an increase in direct links from non-web sources, such as documents and apps, doubling from 3.5% to 7% of tracable traffic.

Referer	Number of Referrals
www.google.com	197
www.hospiceuk.org	186
www.bing.com	57
statics.teams.cdn.office.net	30
www.google.co.uk	18
google.com	5
ukc-word-edit.officeapps.live.com	3
baidu.com	3
www.hospiceuk.org/our-campaigns/policy-..	2
www.hospiceuk.org/innovation-hub	2
stage.hospiceuk.org/innovation-hub/supp..	2
www.hospiceuk.org:443/innovation-hub/su..	2
www.hospiceuk.org/innovation-hub/suppor..	2
ah.vantissol.com	1
metued.com	1
duckduckgo.com	1
hospiceuk-files-prod.s3.eu-west-2.amazo..	1
stagephp82.hospiceuk.org/innovation-hub..	1
android-app://com.google.android.gm	1
hitw.sharepoint.com	1

Note: Showing top 20 referers. 2 referers (from 2 visits) not shown. A further 3515 entries had no referer information specified and have been excluded.

Interest across the topics broadly followed the typical recent pattern, with two notable exceptions. Wales Local Needs drew an unusually high 7% of traffic, and the Childrens hospice topics together drew 5% (more than double the typical).