

### Web Appendix 3: Website traffic using Google Analytics

<b>Month</b>	<b>Number of unique visitors</b>
June 2007	2,030
July 2007	2,196
August 2007	3,374
September 2007	3,584
October 2007	3,422
November 2007	3,216
December 2007	2,380
January 2008	2,744