

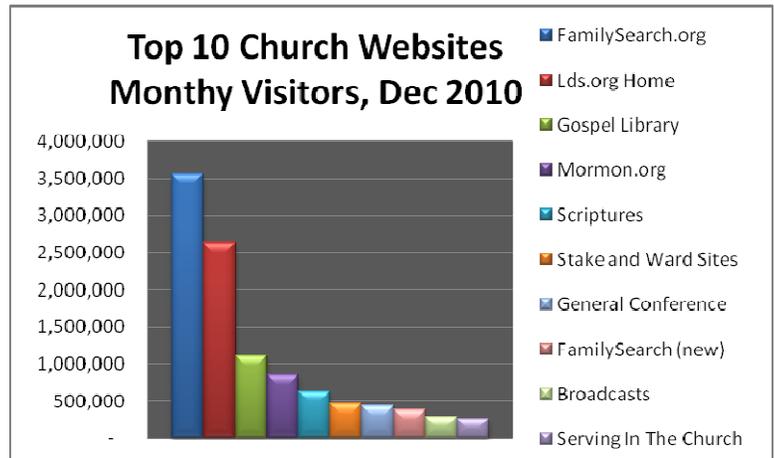
# Church Websites Fact Sheet: Dec 2010

## How many people visit Church sites?

The family of official Church sites (LDS.org, Mormon.org, FamilySearch.org, etc.), gets about seven million unique visitors per month.

## What are the biggest Church sites?

FamilySearch.org is our biggest site with about 3.5 million visitors a month. The LDS.org home page gets about 2.5 million visitors a month. The Gospel Library, which has current and past magazine articles, gets about 1 million visitors each month.

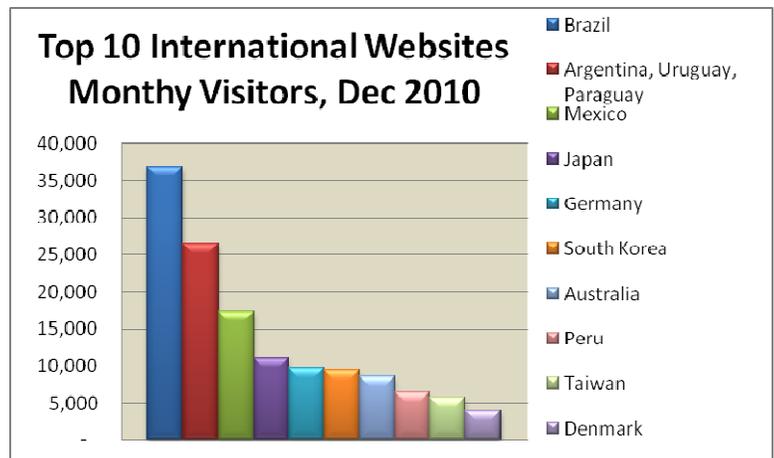


## How many websites does the Church operate?

The Church operates over 100 different websites. We have about 65 international sites for countries around the world, plus more than 50 other official Church sites (and the number keeps growing).

## What are the top international sites?

Brazil's site is our biggest international site with almost 40,000 visitors each month. It is followed by Argentina, Mexico, Japan, and Germany.



## What are some of the newest official Church sites?

- LDS Online Store (store.lds.org)
- FamilySearch RootsTech (rootstech.familysearch.org)
- Helping in the Vineyard (vineyard.lds.org)
- Combating Pornography (combatingpornography.org)
- Sites for newly announced temples such as: Phoenix, AZ; Cordoba, Argentina; Gilbert, AZ; and Rome, Italy.

## What time of the week do Church sites get the most traffic?

Weekends see the most traffic. LDS.org usage peaks on Sunday mornings, with about 35,000 visitors per hour. There is also a peak on Saturday nights with about 30,000 visitors per hour. Fridays are the lowest day per week in traffic.

## Has mobile traffic been on the rise lately?

Yes, the volume of mobile visitors to Church websites has more than doubled over the past year. The Sunday spike in Church traffic is even more pronounced in relation to mobile, with Sunday traffic from mobile devices about three times the volume of the average day of the week. Sundays see about 45,000 unique mobile visitors, while weekdays generally have about 16,000. The iPhone and iPad are the most frequently used mobile devices browsing Church sites.

Apple iPhone	29.0%
Apple iPad	16.7%
Apple iPod Touch	10.2%
HTC Nexus One	7.1%
HTC Evo	3.7%
HTC Droid Incredible	3.3%
Motorola DroidX	2.3%
Motorola Droid2	1.9%
RIM BlackBerry 8530/Curve	1.7%
Motorola Droid	1.5%