

24 Hour Museum 2002 Sector Web Statistic Comparisons

Website	Page impressions	Visitor sessions
National Archives (formerly Public Records Office)	77,440,747	11,512,649
Tate	32,982,581	4,799,605
National Trust	23,004,081	3,178,640
Natural History Museum	22,344,957	5790771
Science Museum	9,843,548	2,670,585
Imperial War Museum	7,427,122	1,688,396
National Maritime Museum	6,500,000	1,600,000
National Portrait Gallery	5,932,883	1,295,389
24 Hour Museum	4,040,131	775,457
NMGW.ac.uk	1,875,659	491,936
Nat. Museums of Scotland	1,851,201	
Access Art	1,614,964	
Ashmolean	1,400,000	200,000
Fitzwilliam Museum	1,055,152	210,603
Mary Rose	435,706	
Channel 4	436,187,975	50,439,752

Website	Avg. visit duration
Natural History Museum	9.02
National Maritime Museum	9
Imperial War Museum	8.09
Channel 4	7
Science Museum	7
Tate	6.52
24 Hour Museum	6.49
National Portrait Gallery	6
National Trust	5.44
Fitzwilliam Museum	5.18
Mary Rose	4.92

Website	Unique visitors
Channel 4	20,310,887
National Archives (formerly Public Records Office)	4,188,426
Tate	1,898,059
National Trust	1,010,342
Imperial War Museum	848,185
National Portrait Gallery	764,655
24 Hour Museum	232,899
Ashmolean	200,000
NMGW.ac.uk	127,186
Access Art	104,312
St Albans	17,161

Website	% UK specific visitors
Beamish	32%
Tate	29%
Fitzwilliam Museum	27.29%
National Trust	25%
Bowes Museum	22.10%
24 Hour Museum	22%
Mary Rose	21.50%
Science Museum	15.35%

Website	Top 5 referrers	Software
24 Hour Museum	Google, yahoo, msn	summary 2.3
Access Art	google, yahoo, dmoz	analog
Ashmolean		
Beamish		analog
Bowes Museum	Artcyclopedia.com, google, yahoo, msn, barnard castle.co.uk	web-stat.com
Channel 4	google, msn, yahoo, ask, lycos	whitecross systems
Fitzwilliam Museum	google, victorian.forunecity.com, cam.ac.uk, georgetown.edu	faststats
Imperial War Museum	google, yahoo, bbc.co.uk, msn, ask	webtrends
Mary Rose	google.com, yahoo, msn	deepmetrix livestats xsp 6.2
National Maritime Museum	google, stemnet.nf.ca, yahoo	webtrends
National Museums of Scotland	not known	not known
National Portrait Gallery	not known	analog
National Trust	google, msn	webtrends
Natural History Museum	google, aol, pol.co.uk, btopenworld	summary2.1.2
NMGW.ac.uk	not known	webtrends
National Archives (formerly Public Records Office)	google, yahoo, ask, msn, aol	webtrends
Science Museum	google, yahoo, nmsi, msn, jamesbondexhibition.com, radioheadfeed.com	Summary SP
St Albans	stalbans.gov, hertsmuseums.org, mda, roman-britain.org, ukattraction.com, mirago.co.uk, st-johns.org.uk, aboutbritain.com, bbc.co.uk	mstats
Tate	google, googleuk, msn.co.uk, ask jeeves uk, artcyclopedia	webtrends & hitwise