Optimising well-being and development through music

Graham Welch
University College London


Demographics

- Male 49%
- Female 51%

Age range

- 18-24: 20%
- 25-34: 25%
- 35-44: 20%
- 45-54: 15%
- 55-64: 8%
- 65+: 5%

Total number of sessions 99,204
Total number of page views 134,592
Total number of users 82,553
Total number of pages/session 2.92

Geographical location of web viewers

- North America: 33%
- Europe: 29%
- Asia: 17%
- Africa: 8%
- Oceania: 5%

Platform and device stats

- Tablet: 30%
- Desktop: 43%
- Mobile: 27%

Browser stats

- Chrome: 38%
- Safari: 15%
- Firefox: 3%
- Internet Explorer: 9%
- Android (in app): 16%
- iOS: 31%
- Windows: 36%
Key metrics for all content promoted on Twitter

**Audience**
33462

**Engagements**
1035

**Top interests**

<table>
<thead>
<tr>
<th>Technology</th>
<th>Biology</th>
<th>Healthcare</th>
</tr>
</thead>
<tbody>
<tr>
<td>68%</td>
<td>53%</td>
<td>48%</td>
</tr>
</tbody>
</table>

**Demographics**

<table>
<thead>
<tr>
<th>Male</th>
<th>Female</th>
<th>Unknown</th>
</tr>
</thead>
<tbody>
<tr>
<td>62%</td>
<td>33%</td>
<td>5%</td>
</tr>
</tbody>
</table>

**Device stats**

<table>
<thead>
<tr>
<th>Device</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>iOS</td>
<td>59%</td>
</tr>
<tr>
<td>Android</td>
<td>34%</td>
</tr>
<tr>
<td>Desktop</td>
<td>7%</td>
</tr>
</tbody>
</table>
The link to your Facebook post:

Device stats:
- iOS: 4%
- Android: 73%
- Desktop: 23%

Demographics:
- Male: 60%
- Female: 40%

Key metrics for all content promoted on Facebook:
- People reached: 29711
- Engagements: 4725

Age range:
- 18-24: 30%
- 25-34: 25%
- 35-44: 15%
- 45-54: 10%
- 55-64: 5%
- 65+: 5%
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