

FY21 Web Page Traffic In-State vs. Out-of-State

Office of Marketing and Brand Management

9/10/2020

Step 2

Set date parameters

Main Landing Page

Location	FY19	FY20	PctDif
In-State	945,534	889,341	-5.94%
Out-of-State	544,042	507,261	-6.76%

Admissions Main Page

Location	FY19	FY20	PctDif
In-State	2,650	2,170	-18.11%
Out-of-State	2,694	2,714	0.74%