

**L.E. O'CONNOR FELLOW REPORT / 2010 WEBSITE USAGE AND CRM USAGE REPORTS**

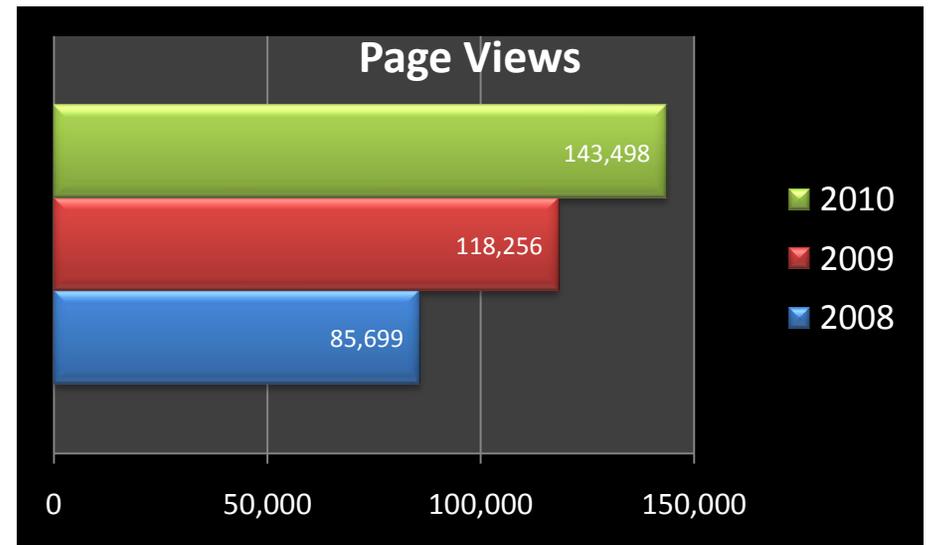
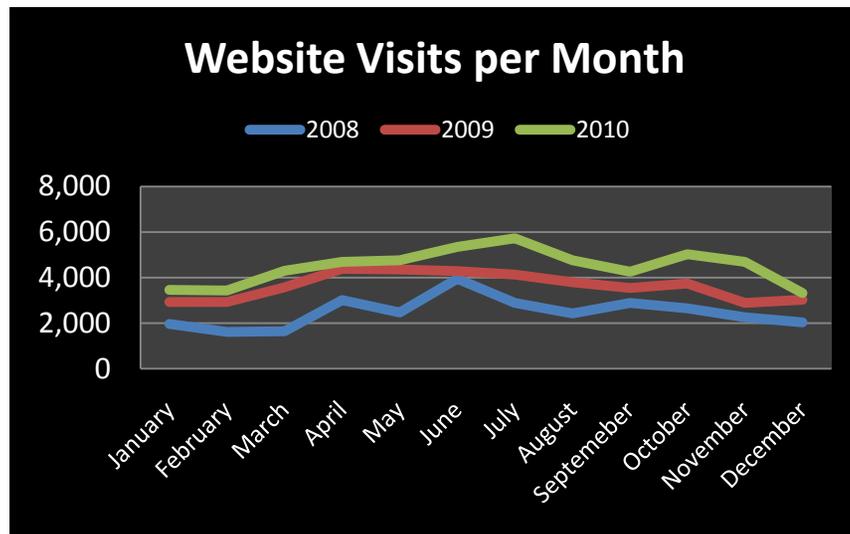
**#7B**

**7b(i) Report Regarding FY 2010 Website Usage**

**Total Website Visits and Page Views**

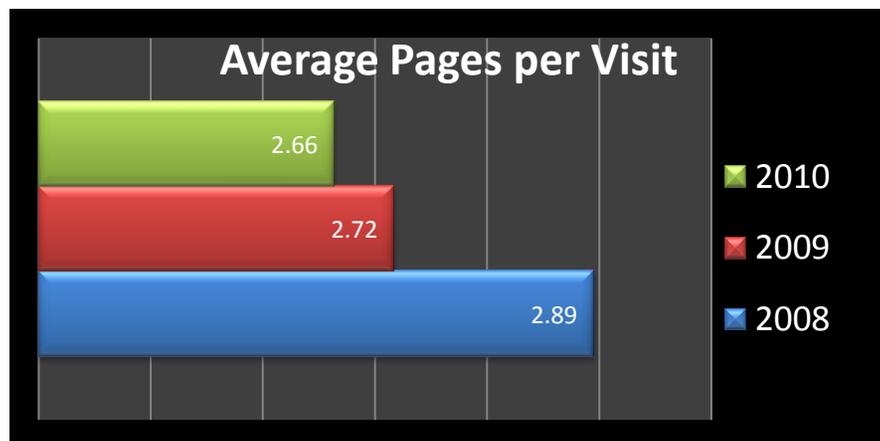
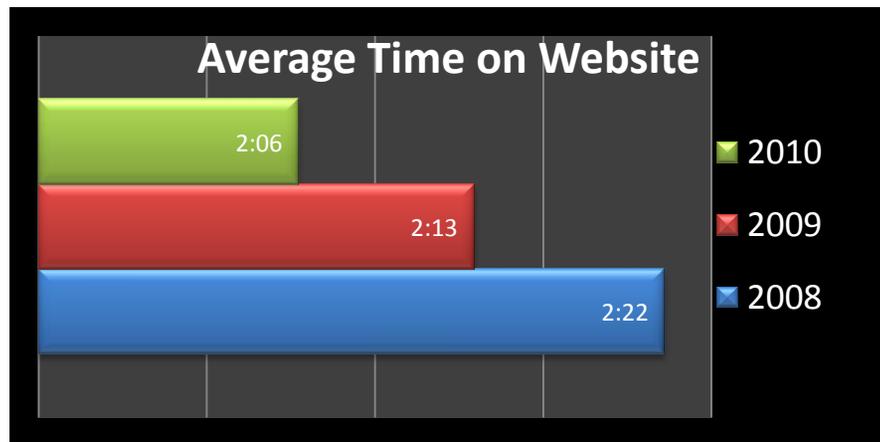
The top graph at the right depicts total website visits for [www.villageofhoward.com](http://www.villageofhoward.com) in 2008, 2009 and 2010. Howard's website traffic has almost doubled since 2008 increasing from 29,797 visits in 2008 to 53,757 in 2010. The graph below shows total website visits per month. The increase in website traffic suggests that Village residents and stakeholders are choosing to acquire information more frequently from the Internet. A website report for 2010 with a comparison to 2009 can be found in Attachment I.

The graph on the lower right shows the total number of page views in 2008, 2009 and 2010. A page view is counted when a person navigates to a separate page on the website. For example, a person going to the homepage and then clicking on a Village news story and then exiting the website would have visited two pages (homepage and news page). The total number of page views has also steadily increased since 2008.



### Average Time on Website and Average Pages per Visit

The graphs below depict the average time on the Village website and the average page views per website visit. Data indicates that website viewers are spending on average 16 seconds less on the Village's website than in 2008. Additionally, a website viewer in 2010 visited on average .23 pages less than in 2008. This data could indicate that viewers are becoming more familiar with the Village's website and more easily/quickly navigating to specific information such as agendas or news items. Viewers may make more frequent, quicker visits to the website or view fewer pages during each visit.



2010 Rank	Page Description	Page Views
1	Home Page	45286
2	Parks	8373
3	Golf Course	6273
4	About Howard	5019
5	Recreation	4602
6	Public Works	3860
7	Agendas/Minutes	3413
8	E-government	2535
9	Howard Government	2366
10	News	2348

### Top Content

The top content in 2010 is shown in the table above. A more detailed comparison of content page views for 2009 and 2010 can be found in Attachment II. The economic development webpage had 1220 page views and 968 unique page views in 2010. Unique Page Views is determined by the IP address of the user accessing the page and the cookie file.

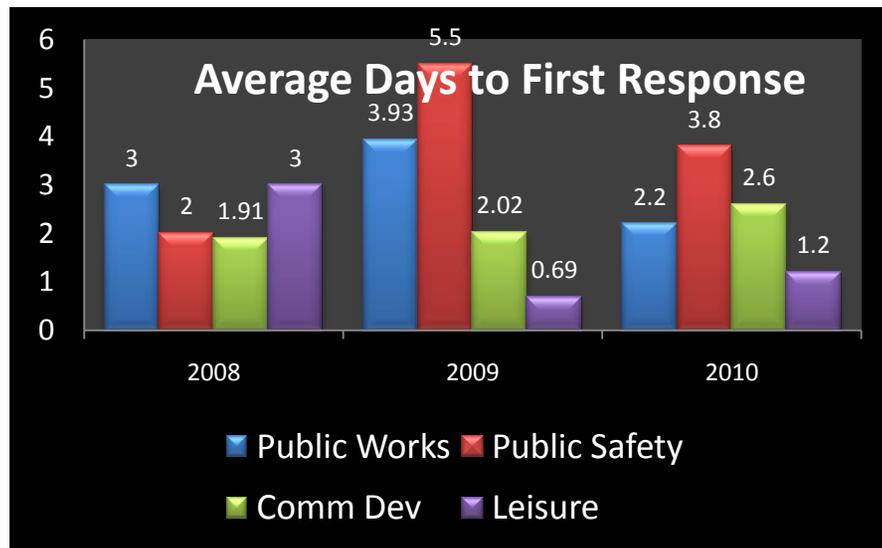
### E-notify Subscribers

The Village currently has 384 subscribers receiving its weekly e-news bulletin. A report for the addition of subscribers over the last month can be found in Attachment III.

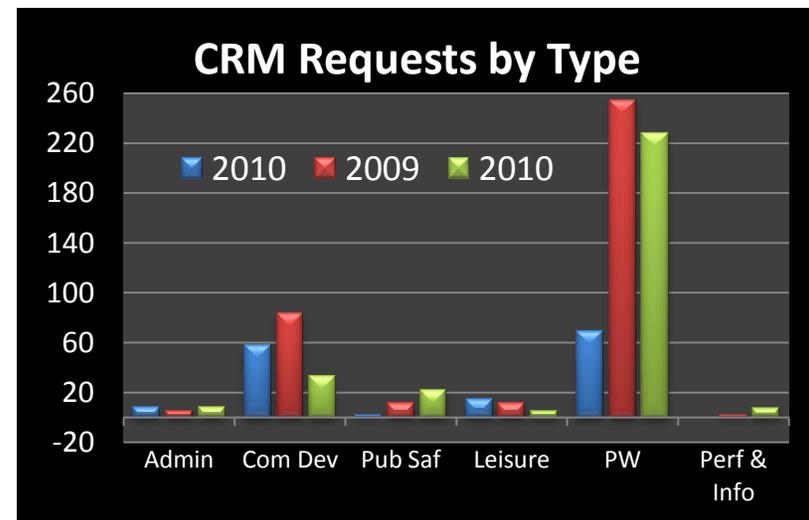
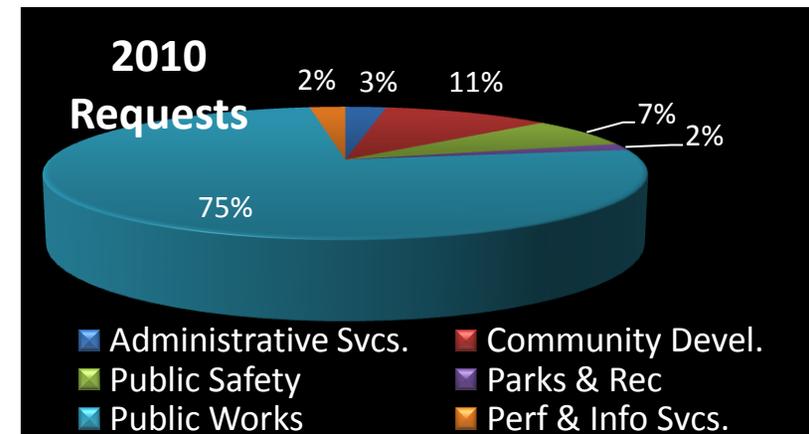
7b(ii) Report Regarding FY 2010 CRM Usage

**2010 CRM Requests**

The graphs at the right show the total number of CRM requests in 2008, 2009 and 2010. Requests in 2010 were slightly below the number of requests in 2009. In 2010, the Village's CRM requests were composed primarily of public works related requests (75%). Of the approximately 220 public works requests, roughly 65% were garbage related. The top three CRM categories for public works were Special Pick-up (69), Garbage/Recycling (36) and Brush Pick Up (32).



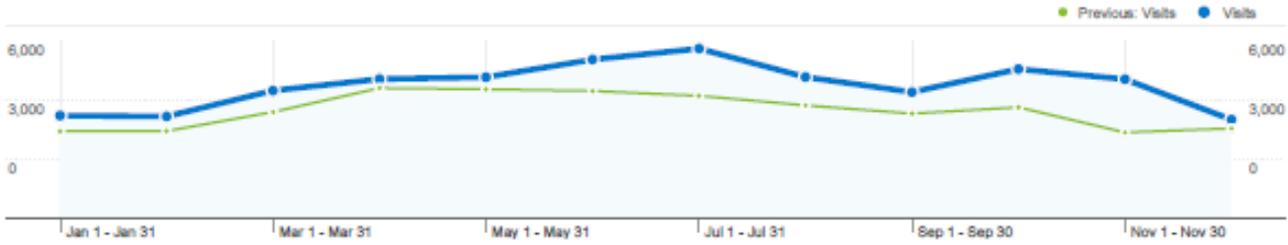
The graph above shows the average number of days that it takes staff to first respond to a resident's request. The average first response times are broken up by category.



# Dashboard

Jan 1, 2010 - Dec 31, 2010

Comparing to: Jan 1, 2009 - Dec 31, 2009



## Site Usage

**53,757** Visits

Previous: 43,560 (23.41%)

**143,498** Pageviews

Previous: 118,256 (21.35%)

**2.67** Pages/Visit

Previous: 2.71 (-1.57%)

**43.90%** Bounce Rate

Previous: 41.07% (5.88%)

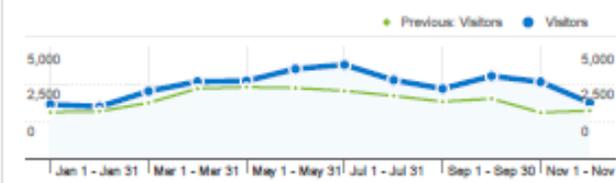
**00:02:06** Avg. Time on Site

Previous: 00:02:14 (-5.51%)

**56.23%** % New Visits

Previous: 56.13% (0.19%)

## Visitors Overview



**Visitors**  
**32,164**

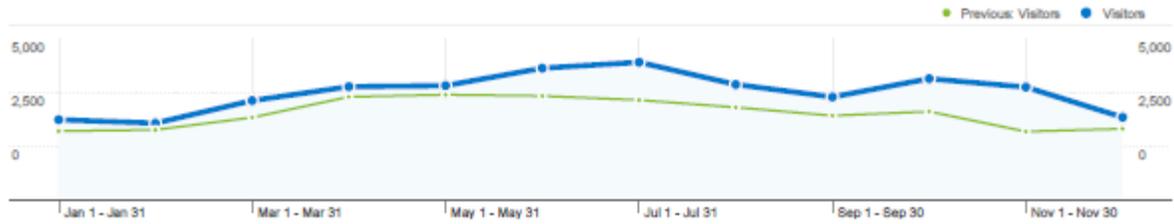
## Map Overlay



## Traffic Sources Overview



- Search Engines  
39,322.00 (73.15%)
- Direct Traffic  
9,868.00 (18.35%)
- Referring Sites  
4,546.00 (8.46%)
- Other  
23 (0.04%)



## 32,164 people visited this site

**53,757** Visits

Previous: 43,560 (23.41%)

**32,164** Absolute Unique Visitors

Previous: 25,921 (24.08%)

**143,498** Pageviews

Previous: 118,256 (21.35%)

**2.67** Average Pageviews

Previous: 2.71 (-1.57%)

**00:02:06** Time on Site

Previous: 00:02:14 (-5.51%)

**43.90%** Bounce Rate

Previous: 41.07% (6.88%)

**56.23%** New Visits

Previous: 56.13% (0.19%)

## Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
<b>Internet Explorer</b>			<b>Cable</b>		
Jan 1, 2010 - Dec 31, 2010	39,019	72.58%	Jan 1, 2010 - Dec 31, 2010	27,243	50.68%
Jan 1, 2009 - Dec 31, 2009	34,637	79.52%	Jan 1, 2009 - Dec 31, 2009	21,819	50.09%
% Change	12.65%	-8.72%	% Change	24.88%	1.17%
<b>Firefox</b>			<b>DSL</b>		
Jan 1, 2010 - Dec 31, 2010	7,474	13.90%	Jan 1, 2010 - Dec 31, 2010	11,780	21.91%
Jan 1, 2009 - Dec 31, 2009	6,365	14.61%	Jan 1, 2009 - Dec 31, 2009	9,412	21.61%
% Change	17.42%	-4.85%	% Change	25.16%	1.42%

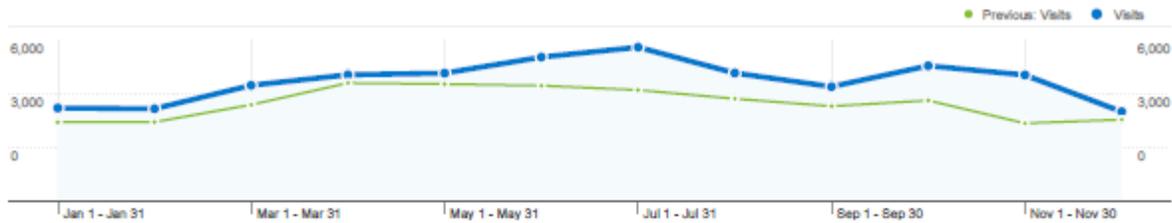
Safari		
Jan 1, 2010 - Dec 31, 2010	4,264	7.93%
Jan 1, 2009 - Dec 31, 2009	1,668	3.83%
% Change	155.64%	107.14%
Chrome		
Jan 1, 2010 - Dec 31, 2010	2,508	4.67%
Jan 1, 2009 - Dec 31, 2009	678	1.56%
% Change	269.91%	199.74%
Mozilla Compatible Agent		
Jan 1, 2010 - Dec 31, 2010	121	0.23%
Jan 1, 2009 - Dec 31, 2009	31	0.07%
% Change	290.32%	216.28%

Unknown		
Jan 1, 2010 - Dec 31, 2010	8,083	15.04%
Jan 1, 2009 - Dec 31, 2009	6,219	14.28%
% Change	29.97%	5.32%
T1		
Jan 1, 2010 - Dec 31, 2010	5,390	10.03%
Jan 1, 2009 - Dec 31, 2009	4,783	10.98%
% Change	12.69%	-8.69%
Dialup		
Jan 1, 2010 - Dec 31, 2010	1,107	2.06%
Jan 1, 2009 - Dec 31, 2009	910	2.09%
% Change	21.65%	-1.43%

# Traffic Sources Overview

Jan 1, 2010 - Dec 31, 2010

Comparing to: Jan 1, 2009 - Dec 31, 2009



All traffic sources sent a total of 53,757 visits

- 18.35% Direct Traffic**  
Previous: 21.61% (-15.08%)
- 8.46% Referring Sites**  
Previous: 12.22% (-30.78%)
- 73.15% Search Engines**  
Previous: 66.06% (10.73%)



- Search Engines  
39,322.00 (73.15%)
- Direct Traffic  
9,866.00 (18.35%)
- Referring Sites  
4,546.00 (8.46%)
- Other  
23 (0.04%)

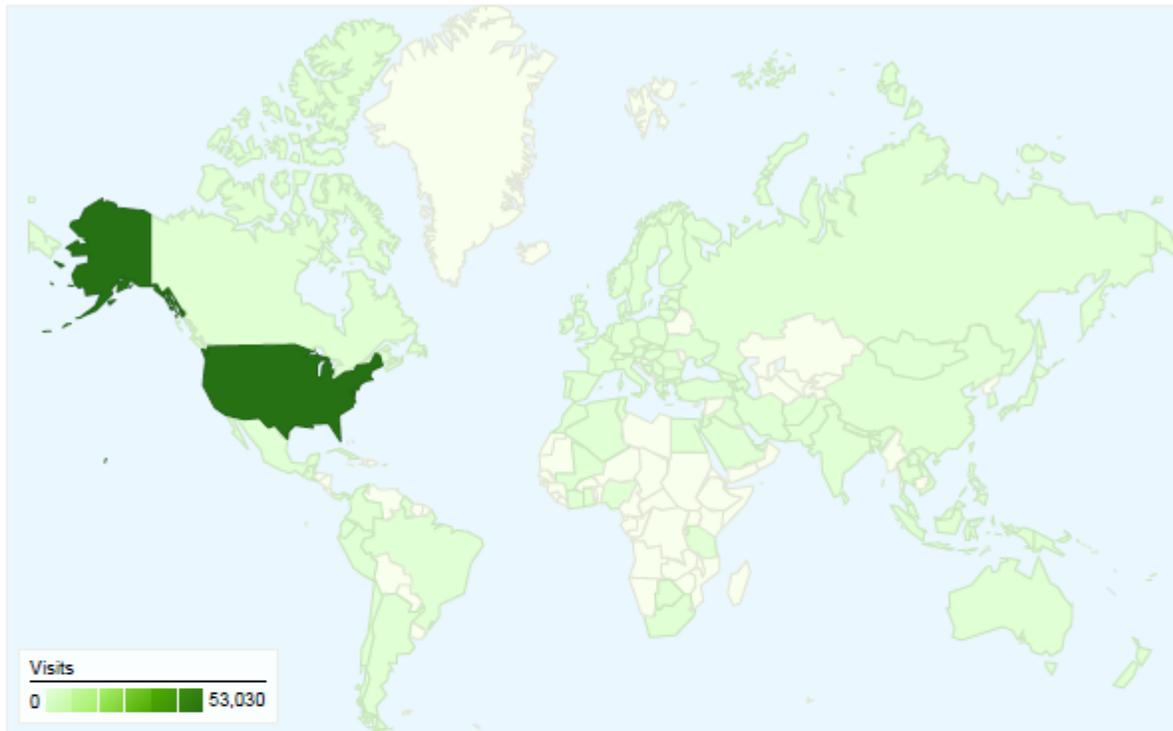
## Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
<b>google (organic)</b>			<b>village of howard</b>		
Jan 1, 2010 - Dec 31, 2010	29,650	55.16%	Jan 1, 2010 - Dec 31, 2010	9,181	23.35%
Jan 1, 2009 - Dec 31, 2009	21,063	48.35%	Jan 1, 2009 - Dec 31, 2009	5,930	20.81%
% Change	40.77%	14.07%	% Change	54.82%	13.30%
<b>(direct) ((none))</b>			<b>village of howard wi</b>		
Jan 1, 2010 - Dec 31, 2010	9,866	18.35%	Jan 1, 2010 - Dec 31, 2010	2,827	7.19%
Jan 1, 2009 - Dec 31, 2009	9,414	21.61%	Jan 1, 2009 - Dec 31, 2009	2,506	8.71%
% Change	4.80%	-15.08%	% Change	12.81%	-17.45%
<b>yahoo (organic)</b>			<b>howard wi</b>		
Jan 1, 2010 - Dec 31, 2010	4,593	8.54%	Jan 1, 2010 - Dec 31, 2010	1,641	4.17%
Jan 1, 2009 - Dec 31, 2009	4,505	10.34%	Jan 1, 2009 - Dec 31, 2009	767	2.67%
% Change	1.95%	-17.39%	% Change	113.95%	56.56%
<b>bing (organic)</b>			<b>howard wisconsin</b>		
Jan 1, 2010 - Dec 31, 2010	3,829	7.12%	Jan 1, 2010 - Dec 31, 2010	1,050	2.67%
Jan 1, 2009 - Dec 31, 2009	1,325	3.04%	Jan 1, 2009 - Dec 31, 2009	970	3.37%
% Change	188.98%	134.17%	% Change	8.25%	-20.79%
<b>search (organic)</b>			<b>village green golf course green bay</b>		

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Google Analytics

Jan 1, 2010 - Dec 31, 2010	512	0.95%	Jan 1, 2010 - Dec 31, 2010	884	2.25%
Jan 1, 2009 - Dec 31, 2009	117	0.27%	Jan 1, 2009 - Dec 31, 2009	486	1.68%
% Change	337.61%	254.60%	% Change	81.89%	33.11%

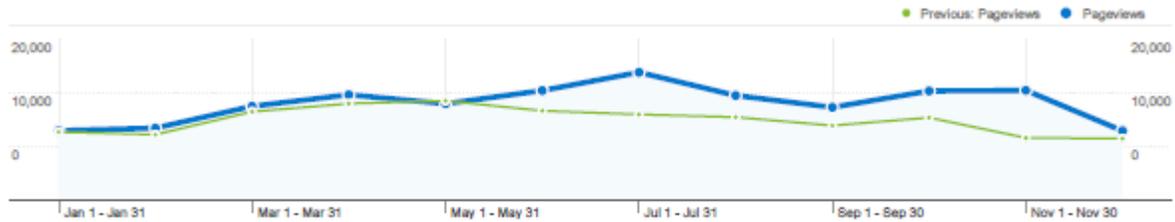


53,757 visits came from 99 countries/territories

Site Usage

Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
<b>United States</b>					
January 1, 2010 - December 31, 2010	53,030	2.68	00:02:06	56.25%	43.90%
January 1, 2009 - December 31, 2009	42,766	2.73	00:02:14	56.14%	41.07%
% Change	24.00%	-1.86%	-5.51%	0.19%	6.88%
<b>Canada</b>					
January 1, 2010 - December 31, 2010	190	1.74	00:01:13	85.26%	64.74%
January 1, 2009 - December 31, 2009	117	1.85	00:00:38	90.60%	69.23%
% Change	62.39%	-5.92%	92.77%	-5.89%	-6.49%
<b>India</b>					
January 1, 2010 - December 31, 2010	107	1.93	00:01:37	87.85%	72.90%

January 1, 2009 - December 31, 2009	107	1.34	00:00:47	76.64%	83.18%
% Change	0.00%	44.76%	106.05%	14.63%	-12.36%
United Kingdom					
January 1, 2010 - December 31, 2010	52	1.67	00:00:21	98.08%	71.15%
January 1, 2009 - December 31, 2009	34	1.71	00:00:30	97.06%	82.35%
% Change	52.94%	-1.92%	-31.44%	1.05%	-13.60%
France					
January 1, 2010 - December 31, 2010	37	1.14	00:00:05	100.00%	89.19%
January 1, 2009 - December 31, 2009	12	1.50	00:01:16	66.67%	66.67%
% Change	208.33%	-24.32%	-93.90%	50.00%	33.78%
Philippines					
January 1, 2010 - December 31, 2010	33	1.82	00:01:32	100.00%	66.67%
January 1, 2009 - December 31, 2009	32	1.81	00:01:25	93.75%	71.88%
% Change	3.12%	0.31%	8.25%	6.67%	-7.25%
Germany					
January 1, 2010 - December 31, 2010	21	1.90	00:01:27	85.71%	71.43%
January 1, 2009 - December 31, 2009	22	1.59	00:01:10	90.91%	72.73%
% Change	-4.55%	19.73%	24.56%	-5.71%	-1.79%
Australia					
January 1, 2010 - December 31, 2010	17	1.18	00:00:30	100.00%	82.35%
January 1, 2009 - December 31, 2009	15	3.47	00:01:51	66.67%	40.00%
% Change	13.33%	-66.06%	-72.79%	50.00%	105.88%
Malaysia					
January 1, 2010 - December 31, 2010	17	1.35	00:00:52	88.24%	70.59%
January 1, 2009 - December 31, 2009	9	1.11	00:00:03	100.00%	88.89%
% Change	88.89%	21.76%	1,649.02%	-11.76%	-20.59%
Vietnam					
January 1, 2010 - December 31, 2010	14	1.43	00:00:34	92.86%	57.14%
January 1, 2009 - December 31, 2009	6	1.00	00:00:00	100.00%	100.00%
% Change	133.33%	42.86%	100.00%	-7.14%	-42.86%
1 - 10 of 99					



**Pages on this site were viewed a total of 143,498 times**

**143,498 Pageviews**

Previous: 118,256 (21.35%)

**109,878 Unique Views**

Previous: 90,758 (21.07%)

**43.90% Bounce Rate**

Previous: 41.07% (5.88%)

### Top Content

Pages	Pageviews	% Pageviews
<b>/</b>		
Jan 1, 2010 - Dec 31, 2010	45,286	31.56%
Jan 1, 2009 - Dec 31, 2009	40,895	34.58%
<b>% Change</b>	<b>10.74%</b>	<b>-8.74%</b>
<b>/parks.cfm</b>		
Jan 1, 2010 - Dec 31, 2010	8,373	5.83%
Jan 1, 2009 - Dec 31, 2009	5,285	4.47%
<b>% Change</b>	<b>58.43%</b>	<b>30.56%</b>
<b>/golf-course.cfm</b>		
Jan 1, 2010 - Dec 31, 2010	6,273	4.37%
Jan 1, 2009 - Dec 31, 2009	2,273	1.92%
<b>% Change</b>	<b>175.98%</b>	<b>127.43%</b>
<b>/about-howard.cfm</b>		
Jan 1, 2010 - Dec 31, 2010	5,019	3.50%
Jan 1, 2009 - Dec 31, 2009	5,807	4.74%
<b>% Change</b>	<b>-10.49%</b>	<b>-26.23%</b>
<b>/recreation.cfm</b>		
Jan 1, 2010 - Dec 31, 2010	4,602	3.21%
Jan 1, 2009 - Dec 31, 2009	0	0.00%
<b>% Change</b>	<b>100.00%</b>	<b>100.00%</b>

## ATTACHMENT II

www.villageofhoward.com

Top Content

1-Jan-10 31-Dec-10  
1-Jan-09 31-Dec-09

Month	Previous:	
	Pageviews	Pageviews
Jan 1, 2010 - Jan 31, 2010	8,579	8,423
Feb 1, 2010 - Feb 28, 2010	8,899	8,088
Mar 1, 2010 - Mar 31, 2010	11,610	10,938
Apr 1, 2010 - Apr 30, 2010	13,035	11,938
May 1, 2010 - May 31, 2010	11,921	12,284
Jun 1, 2010 - Jun 30, 2010	13,558	11,044
Jul 1, 2010 - Jul 31, 2010	15,825	10,594
Aug 1, 2010 - Aug 31, 2010	12,944	10,255
Sep 1, 2010 - Sep 30, 2010	11,482	9,211
Oct 1, 2010 - Oct 31, 2010	13,506	10,193
Nov 1, 2010 - Nov 30, 2010	13,582	7,685
Dec 1, 2010 - Dec 31, 2010	8,557	7,603

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit
/					
January 1, 2010 - December 31, 2010	45286	34244	66.07812	0.360689	0.354922
January 1, 2009 - December 31, 2009	40895	29542	58.92318	0.324742	0.321677
% Change	0.1073725	0.159163225	0.121428	0.110696	0.103348
/parks.cfm					
January 1, 2010 - December 31, 2010	8373	6091	101.6505	0.578276	0.526096
January 1, 2009 - December 31, 2009	5285	4334	116.7578	0.655832	0.552318
% Change	0.5842952	0.405399169	-0.12939	-0.11826	-0.04748
/golf-course.cfm					
January 1, 2010 - December 31, 2010	6273	3522	82.95747	0.725357	0.452734
January 1, 2009 - December 31, 2009	2273	1902	142.5441	0.828142	0.705675
% Change	1.7597888	0.851735016	-0.41802	-0.12412	-0.35844

### /about-howard.cfm

January 1, 2010 - December 31, 2010	5019	4005	67.67903	0.33054	0.301654
January 1, 2009 - December 31, 2009	5607	4374	76.66189	0.323063	0.328518
% Change	-0.104869	-0.08436214	-0.11717	0.023143	-0.08177

### /recreation.cfm

January 1, 2010 - December 31, 2010	4602	3337	75.35268	0.568182	0.408518
January 1, 2009 - December 31, 2009	0	0	0	0	0
% Change	1	1	1	1	1

### /public\_works.cfm

January 1, 2010 - December 31, 2010	3860	2844	49.41617	0.265859	0.253627
January 1, 2009 - December 31, 2009	3256	2564	68.99639	0.354809	0.320025
% Change	0.1855037	0.109204368	-0.28379	-0.2507	-0.20748

### /agendas-minutes.cfm

January 1, 2010 - December 31, 2010	3413	2466	135.9585	0.66899	0.49165
January 1, 2009 - December 31, 2009	3201	2581	138.0494	0.725322	0.532334
% Change	0.0662293	-0.044556373	-0.01515	-0.07767	-0.07643

### /e-government.cfm

January 1, 2010 - December 31, 2010	2535	2050	67.07431	0.661307	0.453254
January 1, 2009 - December 31, 2009	3102	2484	95.38972	0.625	0.460671
% Change	-0.182785	-0.174718196	-0.29684	0.05809	-0.0161

### /howard-government.cfm

January 1, 2010 - December 31, 2010	2366	1642	39.04568	0.284404	0.148774
January 1, 2009 - December 31, 2009	1889	1390	49.6492	0.454167	0.201694
% Change	0.2525146	0.181294964	-0.21357	-0.37379	-0.26238

### /news.cfm

January 1, 2010 - December 31, 2010	2348	1927	70.37426	0.394286	0.351363
January 1, 2009 - December 31, 2009	2240	1903	75.03254	0.661922	0.382589
% Change	0.0482143	0.012611666	-0.06208	-0.40433	-0.08162

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit
<b>/public_safety.cfm</b>					
January 1, 2010 - December 31, 2010	2230	1842	110.7269	0.624386	0.523767
January 1, 2009 - December 31, 2009	2300	1843	87.78869	0.608821	0.477391
% Change	-0.030435	-5.43E-04	0.261289	0.025567	0.097144
<b>/contact-villagehall.cfm</b>					
January 1, 2010 - December 31, 2010	2180	1840	101.3817	0.711864	0.494037
January 1, 2009 - December 31, 2009	1415	1182	96.98802	0.513514	0.469258
% Change	0.540636	0.556683587	0.045301	0.386262	0.052804
<b>/rec_senior.cfm</b>					
January 1, 2010 - December 31, 2010	2099	1540	85.88693	0.438017	0.460696
January 1, 2009 - December 31, 2009	9198	5984	115.3066	0.575639	0.486845
% Change	-0.771798	-0.742647059	-0.25514	-0.23908	-0.05371
<b>/sports-leagues.cfm</b>					
January 1, 2010 - December 31, 2010	1883	1519	71.77973	0.859848	0.60701
January 1, 2009 - December 31, 2009	0	0	0	0	0
% Change	1	1	1	1	1
<b>/village-services.cfm</b>					
January 1, 2010 - December 31, 2010	1723	1236	27.48	0.243523	0.143935
January 1, 2009 - December 31, 2009	0	0	0	0	0
% Change	1	1	1	1	1
<b>/contact-public-works.cfm</b>					
January 1, 2010 - December 31, 2010	1524	1281	75.79418	0.8	0.413386
January 1, 2009 - December 31, 2009	1033	848	52.64444	0.5	0.390126
% Change	0.4753146	0.510613208	0.439738	0.6	0.059622
<b>/gis-maps.cfm</b>					
January 1, 2010 - December 31, 2010	1495	1288	241.066	0.771739	0.594649
January 1, 2009 - December 31, 2009	1481	1263	200.8318	0.709402	0.546253
% Change	0.0094531	0.019794141	0.200338	0.087873	0.088597
<b>/us41-project-information.cfm</b>					
January 1, 2010 - December 31, 2010	1479	1364	235.6985	0.861789	0.589588
January 1, 2009 - December 31, 2009	1186	1060	281.0788	0.797619	0.507589
% Change	0.2470489	0.286792453	-0.16145	0.080451	0.161546

**/village\_administrator-meet.cfm**

January 1, 2010 - December 31, 2010	1265	944	66.12348	0.4375	0.218972
January 1, 2009 - December 31, 2009	763	560	74.80583	0.466667	0.190039
% Change	0.6579292	0.685714286	-0.11607	-0.0625	0.152248

**/building.cfm**

January 1, 2010 - December 31, 2010	1243	1074	234.4093	0.723214	0.654063
January 1, 2009 - December 31, 2009	1072	946	180.3863	0.816327	0.606343
% Change	0.1595149	0.135306554	0.299485	-0.11406	0.0787

<b>Page</b>	<b>Pageviews</b>	<b>Unique Pagevie</b>	<b>Avg. Time (</b>	<b>Bounce Ra</b>	<b>% Exit</b>
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**/village\_administrator-economic-development2.cfm**

January 1, 2010 - December 31, 2010	1220	968	45.33553	0.306122	0.127869
January 1, 2009 - December 31, 2009	0	0	0	0	0
% Change	1	1	1	1	1

**/public\_works-refuse-recycling.cfm**

January 1, 2010 - December 31, 2010	1206	881	115.7763	0.589744	0.510779
January 1, 2009 - December 31, 2009	643	443	95.72087	0.56	0.426128
% Change	0.8755832	0.988713318	0.20952	0.053114	0.198654

**/admin-services-elections.cfm**

January 1, 2010 - December 31, 2010	1124	538	92.03974	0.5	0.328292
January 1, 2009 - December 31, 2009	94	60	117.9859	0.615385	0.244681
% Change	10.957447	7.966666667	-0.21991	-0.1875	0.341714

**/admin-services-staff.cfm**

January 1, 2010 - December 31, 2010	1108	760	41.92188	0.188119	0.133574
January 1, 2009 - December 31, 2009	386	335	42.41231	0.461538	0.158031
% Change	1.8704663	1.268656716	-0.01156	-0.59241	-0.15476

**/community-links.cfm**

January 1, 2010 - December 31, 2010	1082	900	53.8987	0.291667	0.288355
January 1, 2009 - December 31, 2009	813	668	53.3633	0.4375	0.329643
% Change	0.3308733	0.347305389	0.010033	-0.33333	-0.12525

**/community.cfm**

January 1, 2010 - December 31, 2010	1049	801	58.70366	0.294304	0.244042
January 1, 2009 - December 31, 2009	998	816	86.78049	0.360269	0.301603
% Change	0.0511022	-0.018382353	-0.32354	-0.1831	-0.19085

**/village-communication.cfm**

January 1, 2010 - December 31, 2010	1041	939	50.63837	0.444444	0.173871
January 1, 2009 - December 31, 2009	1026	896	38.73484	0.4	0.180312
% Change	0.0146199	0.047991071	0.307308	0.111111	-0.03572

**/village-assessor.cfm**

January 1, 2010 - December 31, 2010	1023	801	145.0164	0.668	0.5826
January 1, 2009 - December 31, 2009	307	250	104.728	0.775281	0.592834
% Change	2.3322476	2.204	0.384696	-0.13838	-0.01726

/public\_works-sewer-water.cfm

January 1, 2010 - December 31, 2010	990	747	59.66577	0.325	0.247475
January 1, 2009 - December 31, 2009	410	281	58.94118	0.333333	0.212195
% Change	1.4146341	1.658362989	0.012294	-0.025	0.16626

/village-trustees-bio.cfm

January 1, 2010 - December 31, 2010	960	814	118.1681	0.741935	0.405208
January 1, 2009 - December 31, 2009	697	542	126.8634	0.715789	0.317073
% Change	0.3773314	0.501845018	-0.06854	0.036528	0.277965

**ATTACHMENT III**



[Print Report](#)

**The Village of Howard Wisconsin**  
 Contacts Report  
 1/12/2011

**Contact Counts**

	Prior	Aug	Sep	Oct	Nov	Dec	Jan	Overall
New Contacts	324	12	16	17	27	8	2	406
Removed Contacts	0	0	0	0	0	0	0	0
Do Not Mail List	12	2	1	1	5	1	0	22
Growth	312	10	15	16	22	7	2	384
Total Contacts	312	322	337	353	375	382	384	384

**Key For Table**

<b>Prior</b>	Total of the months not shown.
<b>Overall</b>	Totals since using Constant Contact.
<b>New Contacts</b>	Contacts added to your mailing list.
<b>Unconfirmed Contacts</b>	Contacts removed because they required confirmation.
<b>Removed Contacts</b>	Contacts removed by yourself.
<b>Do Not Mail List</b>	Contacts moved to your Do Not Mail List.
<b>Growth</b>	Net contact growth.
<b>Total Contacts</b>	Total number of your contacts at the end of that period.