

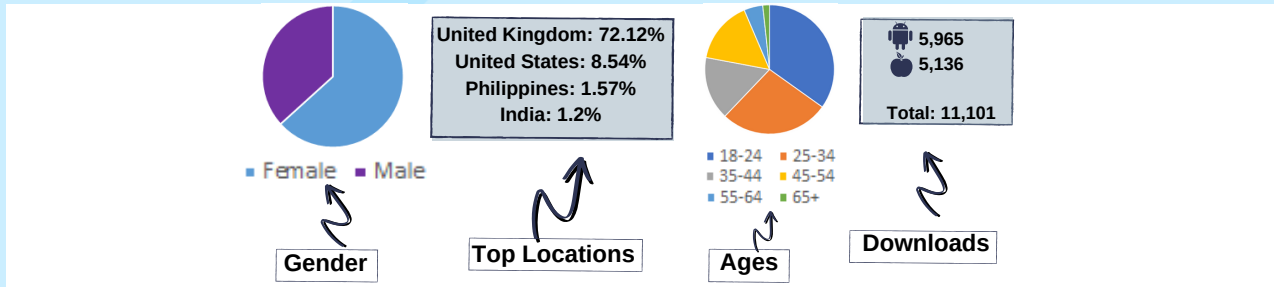


STAY ALIVE INSIGHTS

Data from 1st October -31st December

The following data refers to Android downloads only. As the only Apple information we can access is the download numbers, the numbers next to the Apple symbol is an attempt to extrapolate the data to show use across both operating systems. We have done this by working out the ratio of Android vs Apple downloads in this time frame, 5,965 vs 5,136 which is 5965:5136. We have then used this ratio to work out the possible user engagements.

On Android we know there were 17,309 active users, with an overall event count of 200,135 which results in an average 11.46 page visits per user.



Most Used Features



Stay Alive:
21.36% of event count
42,517 clicks (Android)
36,608 clicks (Apple)

Total: 79,125 clicks



Myths about suicide:
14.56% of event count
29,134 clicks (Android)
25,085 clicks (Apple)

Total: 54,219 clicks



Safety Plan:
14.45% of event count
28,933 clicks (Android)
24,912 clicks (Apple)

Total: 53,845 clicks



Find Help Now:
7.86% of event count
15,716 clicks (Android)
13,532 clicks (Apple)

Total: 29,248 clicks



Reasons for Living:
6.94% of event count
13,880 clicks (Android)
11,951 clicks (Apple)

Total: 25,831 clicks



Lifebox:
6.7% of event count
13,420 clicks (Android)
11,555 clicks (Apple)

Total: 24,975 clicks



Local Resources: Cheshire and Merseyside

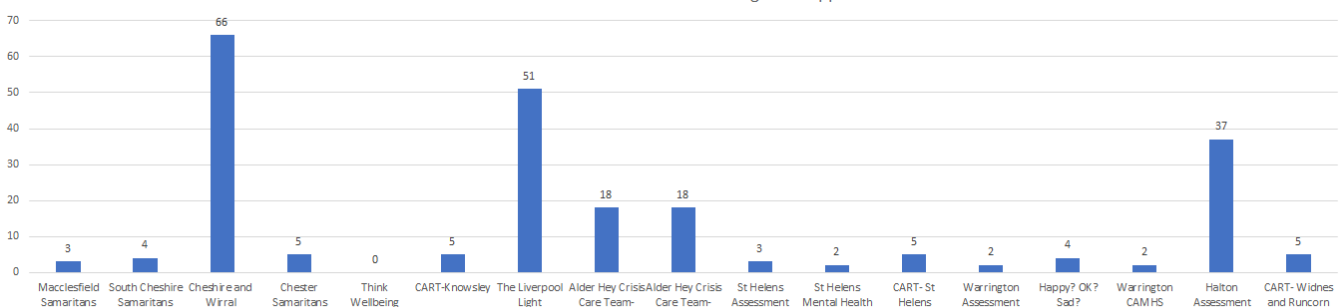
Further Extrapolation of the Data

The Android app had 17,309 users during this period, with 4,064 of the users accessing the Find Help resources.

We know that 230 users accessed the Cheshire and Merseyside resources. Making the assumption that these 230 users were based in Cheshire and Merseyside, and also that not all Cheshire and Merseyside users decided to access the Find Help resources section, we can use the ratio of 17,309/4,064 to suggest that approx. **980 Android users** from Cheshire and Merseyside accessed the app during this period ($17,309/4,064 = 980/230$).

If we then look at the lifetime downloads of Android vs Apple of 52,729 v 75,736 which gives a ratio of approx. 1:1.44, we can also assume that there were approx. **1,411 Apple users** from Cheshire and Merseyside. This gives a **potential total of Cheshire and Merseyside users of the app of 2,391** for the period of October-December.

Number of Android Users accessing local support



230 services clicked (Android)
198 services clicked (Apple)
Total: 428 clicks

Summary

Number of C&M services clicked on:
Q1- 339 Q2- 698 Q3- 428

Estimated number of both android and apple users in C&M:
Q1- No data Q2- 3,102 Q3- 2,391