| | International Atlantic Salmon Research Board | **ICR(25)03** |
|---|---|---|
| | *Review of the 2024 Inventory of Research* | **Agenda item: 4.** |

# Review of the 2024 Inventory of Research

**Purpose**

The purpose of the paper is to update the Board on the Inventory of Research and on related website statistics.

**Decision**

No decision is required.

**Background**

In 2020, the Board adopted the recommendations in the Report of the Working Group for the Review of SALSEA-Track and the Inventory of Research, ICR(20)07. Amongst other things, it was agreed that:

1. The Inventory is posted on the website as a single spreadsheet so that users can easily interrogate it.

2. Website statistics are presented to the Board annually so it can understand the extent to which the Inventory is used.

**The Inventory of Research Relating to Salmon Mortality in the Sea (the Inventory)**

In October 2024, the Secretariat sent the relevant portion of the spreadsheet to the Parties with a request that they update it. Parties were asked to return the update by the end of December 2024. The Secretariat posted the updated Inventory spreadsheet on the website in early 2025. This can be found at: https://salmonatsea.com/research-inventory/.

In total there are 210 projects included in the Inventory: 140 are completed and 70 are ongoing. There are no new entries.

**The Board Website**

In 2021, two tables were provided containing benchmark information that could be used as a comparison with future website hits statistics.

Table 1 shows statistics on visits to the Board's website from 2015 – 2025.

*Table 1. Statistics on visits to the Board's website, 2015 – 2025*

| | Number of visits | New visitors | Average number of pages viewed per session |
|---|---|---|---|
| **1 April 2015 - 31 March 2016** | 2,100 | - | 3 |
| **1 April 2016 - 31 March 2017** | 2,300 | - | 3 |
| **1 April 2017 - 31 March 2018** | 1,800 | 86% | 2 |
| **1 April 2018 – 31 March 2019** | 1,600 | 98% | 2 |
| **1 April 2019 – 31 March 2020** | 1,500 | 99% | 2 |
| **April 2020 – October 2020\*** | 1,000 | 56% | 2 |
| **1 April 2021 – 31 March 2022** | 1,800 | 93% | 2 |

| 1 April 2022 – 31 March 2023 | 4,100 | 79% | 2 |
| 1 April 2023 – 31 March 2024 | 4,400 | 46% | 2 |
| 1 April 2024 – 31 March 2025 | 4,100 | 65% | 2 |

Source: Secretary Reports 2020, 2019, 2018, 2017, 2016 and latest Google Analytics analysis.
*NB: different timeframe to previous years due to the new website going live in October.

Table 2, reproduced and updated from document ICR(20)07, provides hit statistics on the Board's Inventory page, on the website.

***Table 2.*** *Statistics on visits to the Inventory page, 2015 – 2024 (1 January – 31 December)*

|  | Page Views | Unique Page Views | Avg Time on Page | Entrances | % Bounce Rate | % Exit |
|---|---|---|---|---|---|---|
| **2015** | 379 | 295 | 01:27 | 147 | 51.70 | 38.79 |
| **2016** | 338 | 268 | 01:42 | 155 | 45.81 | 36.09 |
| **2017** | 335 | 273 | 01:33 | 167 | 40.72 | 36.42 |
| **2018** | 205 | 173 | 01:18 | 101 | 58.42 | 40.98 |
| **2019** | 78 | 66 | 01:46 | 43 | 76.74 | 52.56 |
| **2020** | Not available due to changes related to the new website |||||
| **2021** | 128 | 109 | 02:51 | 48 | 83.33 | 57.03 |
| **2022** | 227 | 204 | 02:21 | 87 | 75.86 | 52.27 |
| **2023** | 298 | 268 | 00:10 | 173 | 39.68 | -* |
| **2024** | 252 | 147 | 00:29 | 56 | 40 | - |

*NB: data unavailable due to the introduction of 'Google Analytics 4', which replaced 'Universal Analytics' in July 2023.

**Page Views**: number of times a page is viewed;

**Unique Page Views**: number of sessions during which a page was viewed one or more times (i.e. page views from the same user during the same session are aggregated);

**Avg Time on Page**: average time a visitor stays on the page (minutes and seconds);

**Entrances**: number of times this was the first page viewed on site, e.g. linked to from a Google Search;

**% Bounce Rate**: % of visitors that navigate away from the website after only viewing one page; and

**% Exit**: % of visitors who exit the website from this page and do not go on to look at any other pages associated with the website.

Secretariat
Edinburgh
9 May 2025