



South Carolina
**Early Childhood
Advisory Council**



First Five SC (<https://first5sc.org>)

1. Officially launched February 17, 2022.
2. Common application launched March 28, 2023, with wide public release planned for May 1, 2023.

Portal

February 1, 2022 – March 31, 2023

Unique Visitors— 114,705

Unique Leads—10,456

Pageviews—259,236

Month	# unique visitors	# unique families that completed the eligibility screener	# families eligible for at least 1 program (leads)
Feb	7,098	695	562
Mar	5,718	743	627
Apr	3,386	255	215
May	5,904	371	309
June	4,939	479	398
July	8,301	714	609
Aug	8,739	916	763
Sept	8,961	961	704
Oct	15,035	1,309	946
Nov	16,227	1,490	1,126
Dec	11,499	1,210	895
Jan	1,454	146	124
Feb 2023	6,975	584	442
Mar 2023	10,469	1,423	1,084
Total	114,705	11,296	8,804

**Monthly # of unique leads and # of families eligible are reflective of all entries during the measured monthly period. Total YTD # of unique leads and # of families eligible removes duplicate entries and therefore are less than the sum of monthly totals.*

**Note substantive decrease in January 2023 attributed to sharp decline in paid media, may also represent seasonality of organic site users; strategies will be employed in 2023 to grow organic reach*

**In July 2023, Google Analytic reporting structures will change, and any variances related to reporting changes will be noted.*

