

750000

Monthly downloads over past 80 months

A 'download' is effectively a read of an Effectiveness Bank research analysis or other document recorded as a click on a link which opens that document. One person may read a document several times (though if re-downloaded within the same day only one download is counted) so this is not a number of users but of 'uses'.

625000

500000

375000

250000

125000

0

