S5 – Unique visitors per year to knowledge products’ websites.

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| --- | --- | --- |
| *Knowledge product* | *Unique visitors per year*  | *Method* |
| The IUCN Red List of Threatened Species | 4,222,660 | Based on google analytics on [www.iucnredlist.org](http://www.iucnredlist.org/) for 2014 (3,573,721) plus [www.birdlife.org/datazone/species](http://www.birdlife.org/datazone/species) for 2014 (648,039). |
| Protected Planet | 196,376 | Based on google analytics on [www.protectedplanet.net](http://www.protectedplanet.net/) for 2014.  |
| The World Database of Key Biodiversity Areas | 95,549 | Based on google analytics on [www.birdlife.org/datazone/sites](http://www.birdlife.org/datazone/sites) for 2014. |
| IUCN Red List of Ecosystems | 8,138 | Unique visitors to [www.iucnredlistofecosystems.org](http://www.iucnredlistofecosystems.org/) in 2014. |
| *Total* | ***4,522,723*** |  |