

FY11 Web Use Statistics

	July	August	Sept.	Oct.	Nov	Dec.	Jan	Feb	March	April	May	June
Total Visitors				26,931	24,448	25,499	29,181	23,344	29,519	27,952	30,417	30,898
Unique Visitors				14,950	13,758	13,576	15,275	13,093	15,790	15,033	16,167	17,147
% New Visitor				45.72	43.91	41.75	41.26	40.59	40.33	41.04	39.65	42.29
Pages/Visit				3.77	3.59	3.57	3.56	3.32	3.15	3.15	3.05	3.23
Avg. Time				3:31	3:59	3:17	3:27	3:17	3:17	3:28	2:58	3:21
Mobile Device				4,601	4,598	5,094	6,075	6,109	7,112	6,802	7,656	7,713

FY12 Web Use Statistics

	July	August	Sept.	Oct.	Nov	Dec.	Jan	Feb	March	April	May	June
Total Visitors	29,970	40,496	36,252	33,885								
Unique Visitors	16,195	21,143	19,225	18,246								
% New Visitor	42.28	40.99	40.88	39.75								
Pages/Visit	3.13	3.19	3.06	2.97								
Avg. Time	3:13	3:14	3:00	2:57								
Mobile Device	7,929	10,640	10,772	10,746								

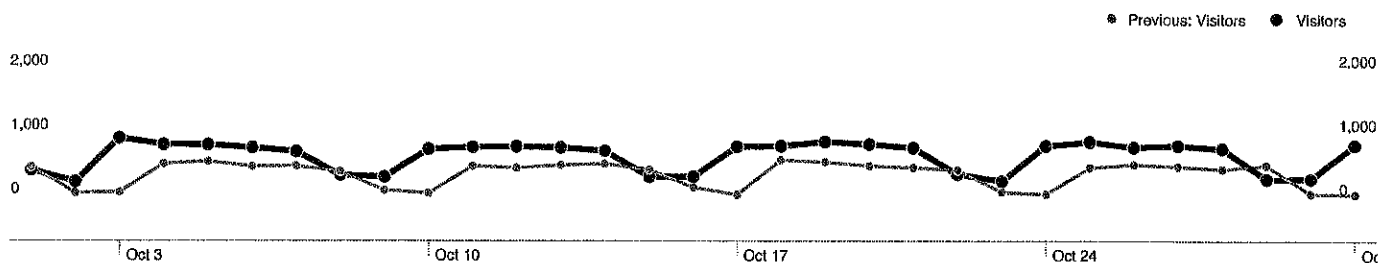
TERMS

Visitors - Total number of visitors to the site during time period

New Visits – Percentage of people who had never visited the site before during the time period.

Unique Visitors – Total number of unduplicated visitors during time period.

Mobile Devices – Total number of visitors accessing the website using a mobile device.



18,246 people visited this site

33,885 Visits

Previous: 26,499 (27.87%)

18,246 Absolute Unique Visitors

Previous: 14,276 (27.81%)

100,592 Pageviews

Previous: 98,870 (1.74%)

2.97 Average Pageviews

Previous: 3.73 (-20.44%)

00:02:57 Time on Site

Previous: 00:03:26 (-15.33%)

37.90% Bounce Rate

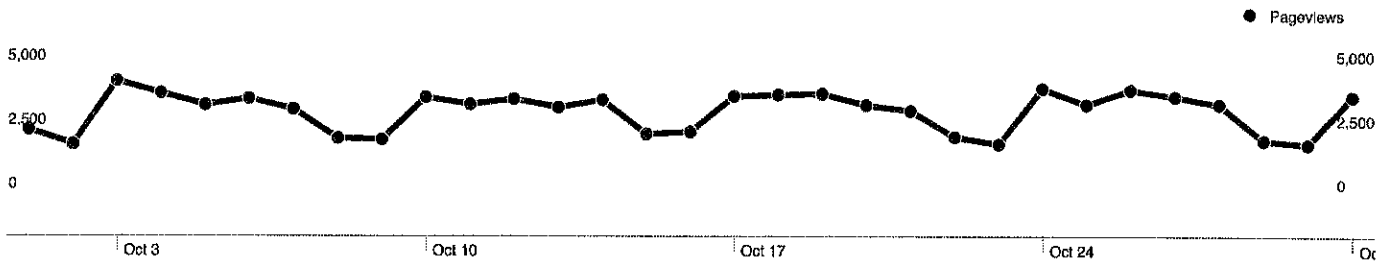
Previous: 27.94% (35.68%)

39.75% New Visits

Previous: 44.91% (-11.48%)

Technical Profile

Browser	Visits	% visits
Safari		
Oct 1, 2011 - Oct 31, 2011	9,503	28.04%
Oct 1, 2010 - Oct 31, 2010	7,797	29.42%
% Change	21.88%	-4.69%
Internet Explorer		
Oct 1, 2011 - Oct 31, 2011	9,031	26.65%
Oct 1, 2010 - Oct 31, 2010	10,179	38.41%
% Change	-11.28%	-30.62%



1,181 pages were viewed a total of 100,592 times

Content Performance

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index							
<table border="0" style="width:100%"> <tr> <td>Pageviews 100,592 % of Site Total: 100.00%</td> <td>Unique Pageviews 72,730 % of Site Total: 100.00%</td> <td>Avg. Time on Page 00:01:30 Site Avg: 00:01:30 (0.00%)</td> <td>Bounce Rate 37.91% Site Avg: 37.91% (0.00%)</td> <td>% Exit 33.68% Site Avg: 33.68% (0.00%)</td> <td colspan="2">\$ Index \$0.00 Site Avg: \$0.00 (0.00%)</td> </tr> </table>							Pageviews 100,592 % of Site Total: 100.00%	Unique Pageviews 72,730 % of Site Total: 100.00%	Avg. Time on Page 00:01:30 Site Avg: 00:01:30 (0.00%)	Bounce Rate 37.91% Site Avg: 37.91% (0.00%)	% Exit 33.68% Site Avg: 33.68% (0.00%)	\$ Index \$0.00 Site Avg: \$0.00 (0.00%)	
Pageviews 100,592 % of Site Total: 100.00%	Unique Pageviews 72,730 % of Site Total: 100.00%	Avg. Time on Page 00:01:30 Site Avg: 00:01:30 (0.00%)	Bounce Rate 37.91% Site Avg: 37.91% (0.00%)	% Exit 33.68% Site Avg: 33.68% (0.00%)	\$ Index \$0.00 Site Avg: \$0.00 (0.00%)								
/	26,777	17,456	00:01:10	26.76%	25.69%	\$0.00							
/maps-schedules/	12,881	7,961	00:00:56	15.82%	15.98%	\$0.00							
/fares/	3,831	2,766	00:01:17	40.18%	27.51%	\$0.00							
/schedule/6/	3,438	3,022	00:04:18	84.90%	77.66%	\$0.00							
/schedule/18/	2,480	1,912	00:02:57	64.79%	42.94%	\$0.00							
/schedule/9/	2,269	1,834	00:02:19	67.59%	49.76%	\$0.00							
/schedule/16/	1,936	1,475	00:02:02	69.47%	43.03%	\$0.00							
/how-to-ride/	1,904	1,425	00:00:40	27.59%	9.14%	\$0.00							
/schedule/10/	1,790	1,437	00:02:51	65.63%	51.51%	\$0.00							
/schedule/21/	1,754	1,397	00:02:32	72.28%	51.20%	\$0.00							
/schedule/98X/	1,754	1,446	00:02:06	78.94%	54.62%	\$0.00							
/schedule/20/	1,731	1,448	00:01:48	71.51%	52.63%	\$0.00							
/schedule/15/	1,515	1,216	00:02:51	72.09%	51.68%	\$0.00							
/schedule/4/	1,395	1,153	00:02:59	76.70%	64.66%	\$0.00							
/schedule/14/	1,354	1,095	00:02:28	69.44%	48.23%	\$0.00							
/schedule/316/	1,353	1,054	00:02:40	77.29%	50.55%	\$0.00							
/about/	1,219	939	00:00:35	52.38%	18.38%	\$0.00							
/schedule/314/	1,203	962	00:02:25	69.71%	47.13%	\$0.00							
/schedule/35/	1,181	909	00:02:19	76.89%	49.11%	\$0.00							
/schedule/28/	1,165	884	00:02:31	68.35%	45.32%	\$0.00							
/schedule/11/	1,119	928	00:02:01	68.09%	38.70%	\$0.00							

/driver-login/	1,014	552	00:02:08	26.06%	48.03%	\$0.00
/schedule/96X/	983	768	00:02:41	71.67%	45.27%	\$0.00
/schedule/7/	919	704	00:02:25	75.95%	42.98%	\$0.00
/schedule/320/	908	738	00:02:08	76.43%	48.46%	\$0.00
/schedule/1/	848	581	00:02:05	56.76%	33.25%	\$0.00
/schedule/310/	782	653	00:02:21	88.24%	58.70%	\$0.00
/schedule/321/	779	657	00:02:15	74.10%	56.74%	\$0.00
/link/	755	575	00:01:03	37.59%	23.31%	\$0.00
/schedule/36/	743	532	00:01:51	65.57%	35.13%	\$0.00
/fares/where-to-buy/	742	550	00:01:44	72.97%	35.44%	\$0.00
/schedule/311/	733	599	00:02:00	70.71%	41.88%	\$0.00
/schedule/19/	729	518	00:01:34	58.14%	26.61%	\$0.00
/schedule/17/	663	538	00:01:48	69.90%	48.87%	\$0.00
/schedule/95X/	648	528	00:01:18	67.44%	31.33%	\$0.00
/how-to-ride/paying-your-fare/	517	425	00:01:43	62.50%	21.08%	\$0.00
/fares/clipper-card/	489	407	00:01:10	58.33%	25.36%	\$0.00
/schedule/93X/	489	366	00:02:29	74.44%	42.54%	\$0.00
/news/	477	359	00:00:40	42.86%	14.88%	\$0.00
/maps-schedules/school-routes-for-concordpleasant-hillwalnut-creek/	449	244	00:01:43	33.33%	22.27%	\$0.00
/schedule/250/	440	374	00:02:49	65.28%	51.59%	\$0.00
/schedule/5/	440	371	00:01:53	83.87%	47.27%	\$0.00
/schedule/2/	429	331	00:02:01	76.09%	43.82%	\$0.00
/schedule/97X/	406	289	00:01:51	56.25%	31.03%	\$0.00
/about/jobs/	394	233	00:01:11	32.26%	30.20%	\$0.00
/how-to-ride/places-to-go/	356	267	00:00:38	0.00%	9.55%	\$0.00
/schedule/92X/	342	258	00:03:00	50.75%	36.26%	\$0.00
/maps-schedules/school-routes-for-danvillesan-ramon/	326	176	00:01:26	38.89%	23.31%	\$0.00
/maps-schedules/school-routes-for-lafayettetemoragaorinda/	309	186	00:01:15	60.00%	33.98%	\$0.00
/link/eligibility-registration/	285	201	00:02:28	45.45%	44.56%	\$0.00

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