

**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	31,931	31,896						
Unique Visitors	16,195	21,143	19,225	18,246	16,888	17,056						
% New Visitor	42.28	40.99	40.88	39.75	40.2	40.58						
Pages/Visit	3.13	3.19	3.06	2.97	2.93	2.89						
Avg. Time	3:13	3:14	3:00	2:57	2:59	2:52						
Mobile Device	7,929	10,640	10,772	10,746	10,374	11,397						

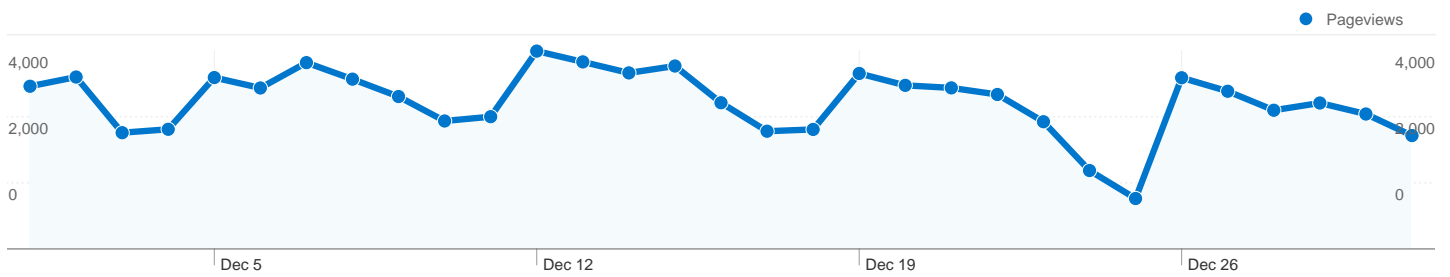
**TERMS**

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 devise.



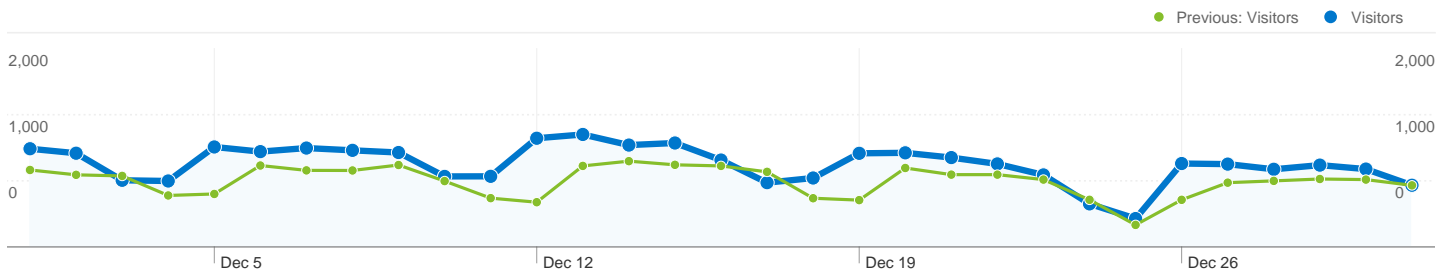
**1,035 pages were viewed a total of 92,184 times**

**Content Performance**

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index
/	24,696	16,212	00:01:05	23.91%	23.79%	\$0.00
/maps-schedules/	10,669	7,054	00:00:58	16.71%	17.05%	\$0.00
/fares/	3,394	2,491	00:01:21	44.83%	30.61%	\$0.00
/schedule/6/	2,506	2,189	00:03:59	82.54%	75.86%	\$0.00
/schedule/18/	2,284	1,829	00:02:08	66.60%	46.15%	\$0.00
/schedule/9/	2,233	1,817	00:02:15	72.63%	51.32%	\$0.00
/schedule/20/	2,049	1,705	00:02:35	76.44%	56.95%	\$0.00
/schedule/98X/	1,820	1,473	00:02:36	77.93%	56.37%	\$0.00
/schedule/16/	1,715	1,419	00:02:28	71.70%	49.56%	\$0.00
/schedule/21/	1,690	1,314	00:02:27	61.63%	47.93%	\$0.00
/how-to-ride/	1,639	1,194	00:00:45	50.00%	10.74%	\$0.00
/schedule/10/	1,567	1,296	00:03:22	71.47%	54.69%	\$0.00
/driver-login/	1,494	780	00:03:32	21.39%	48.26%	\$0.00
/schedule/15/	1,483	1,208	00:02:25	68.40%	50.44%	\$0.00
/schedule/4/	1,460	1,161	00:03:38	71.72%	62.81%	\$0.00
/schedule/14/	1,453	1,211	00:02:18	70.17%	53.06%	\$0.00
/schedule/35/	1,244	952	00:02:29	71.59%	50.40%	\$0.00
/schedule/314/	1,232	988	00:02:20	66.85%	49.59%	\$0.00
/schedule/11/	1,205	981	00:02:04	66.83%	41.24%	\$0.00
/schedule/316/	1,190	954	00:03:18	69.49%	50.25%	\$0.00
/schedule/28/	1,086	883	00:02:23	78.80%	51.29%	\$0.00

/about/	1,026	785	00:00:35	17.46%	13.06%	\$0.00
/schedule/96X/	994	756	00:02:17	67.74%	42.96%	\$0.00
/schedule/320/	881	718	00:02:01	84.08%	46.77%	\$0.00
/schedule/7/	799	644	00:02:36	70.59%	47.18%	\$0.00
/schedule/310/	751	634	00:02:19	73.87%	55.39%	\$0.00
/schedule/1/	739	557	00:01:57	66.15%	39.24%	\$0.00
/schedule/321/	721	597	00:02:40	68.32%	53.26%	\$0.00
/schedule/311/	691	559	00:02:31	74.53%	47.03%	\$0.00
/schedule/95X/	678	521	00:01:38	59.55%	28.61%	\$0.00
/news/	668	480	00:00:34	46.15%	12.57%	\$0.00
/schedule/17/	662	527	00:02:41	76.99%	46.37%	\$0.00
/schedule/36/	654	481	00:02:14	72.22%	39.30%	\$0.00
/schedule/19/	644	474	00:01:54	65.45%	31.06%	\$0.00
/link/	597	473	00:01:01	47.37%	27.14%	\$0.00
/service-changes-begin-dec-26th/	533	430	00:01:28	70.21%	27.39%	\$0.00
/about/recognized-holidays/	532	447	00:01:54	88.89%	39.47%	\$0.00
/fares/where-to-buy/	507	363	00:01:40	84.62%	36.09%	\$0.00
/schedule/93X/	501	382	00:02:33	71.05%	45.91%	\$0.00
/schedule/5/	457	376	00:02:11	73.96%	47.92%	\$0.00
/schedule/2/	395	324	00:01:37	84.31%	49.37%	\$0.00
/how-to-ride/paying-your-fare/	393	323	00:01:24	77.78%	20.36%	\$0.00
/fares/clipper-card/	390	315	00:01:05	40.74%	21.28%	\$0.00
/about/jobs/	379	252	00:01:10	75.32%	42.48%	\$0.00
/schedule/97X/	337	275	00:01:28	56.36%	27.89%	\$0.00
/maps-schedules/school-routes-for-concordpleasant-hillwalnut-creek/	272	156	00:01:31	44.44%	20.59%	\$0.00
/how-to-ride/places-to-go/	263	196	00:00:30	0.00%	8.75%	\$0.00
/schedule/315/	263	188	00:01:20	65.38%	28.52%	\$0.00
/fares/rtc-discount-card/	238	161	00:01:12	42.00%	22.69%	\$0.00
/about/public-meetings/	235	138	00:00:17	66.67%	16.17%	\$0.00

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## 17,056 people visited this site

 **31,896 Visits**

Previous: 25,499 (25.09%)

 **17,056 Absolute Unique Visitors**


Previous: 13,576 (25.63%)

 **92,184 Pageviews**

Previous: 90,942 (1.37%)

 **2.89 Average Pageviews**


Previous: 3.57 (-18.96%)

 **00:02:52 Time on Site**

Previous: 00:03:17 (-12.51%)

 **37.21% Bounce Rate**

Previous: 28.22% (31.82%)

 **40.58% New Visits**

Previous: 41.75% (-2.79%)

## Technical Profile

Browser	Visits	% visits
<b>Safari</b>		
Dec 1, 2011 - Dec 31, 2011	9,289	29.12%
Dec 1, 2010 - Dec 31, 2010	7,863	30.84%
% Change	18.14%	-5.56%
<b>Internet Explorer</b>		
Dec 1, 2011 - Dec 31, 2011	7,860	24.64%
Dec 1, 2010 - Dec 31, 2010	9,265	36.33%
% Change	-15.16%	-32.18%

Android Browser		
Dec 1, 2011 - Dec 31, 2011	5,111	16.02%
Dec 1, 2010 - Dec 31, 2010	0	0.00%
% Change	100.00%	100.00%
Firefox		
Dec 1, 2011 - Dec 31, 2011	4,587	14.38%
Dec 1, 2010 - Dec 31, 2010	4,940	19.37%
% Change	-7.15%	-25.77%
Chrome		
Dec 1, 2011 - Dec 31, 2011	4,211	13.20%
Dec 1, 2010 - Dec 31, 2010	2,567	10.07%
% Change	64.04%	31.14%