

**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	37,182	34,209				
Unique Visitors	16,195	21,143	19,225	18,246	16,888	17,056	19,035	17,943				
% New Visitor	42.28	40.99	40.88	39.75	40.2	40.58	39.13	37.94				
Pages/Visit	3.13	3.19	3.06	2.97	2.93	2.89	3.11	2.99				
Avg. Time	3:13	3:14	3:00	2:57	2:59	2:52	3:01	2:51				
Mobile Device	7,929	10,640	10,772	10,746	10,374	11,397	14,157	13,728				

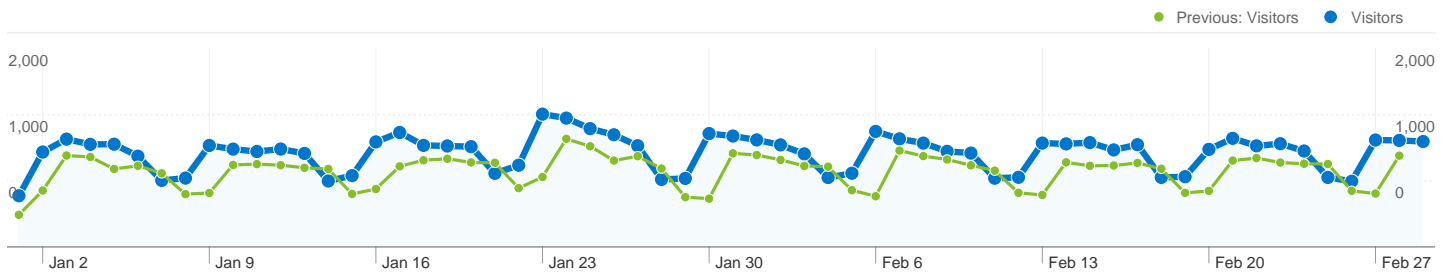
**TERMS**

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.



## 33,386 people visited this site

 **71,391 Visits**

Previous: 55,954 (27.59%)

 **33,386 Absolute Unique Visitors**

Previous: 27,054 (23.41%)

 **218,171 Pageviews**


Previous: 192,043 (13.61%)

 **3.06 Average Pageviews**


Previous: 3.43 (-10.96%)

 **00:02:56 Time on Site**

Previous: 00:03:23 (-13.18%)

 **37.12% Bounce Rate**

Previous: 31.06% (19.50%)

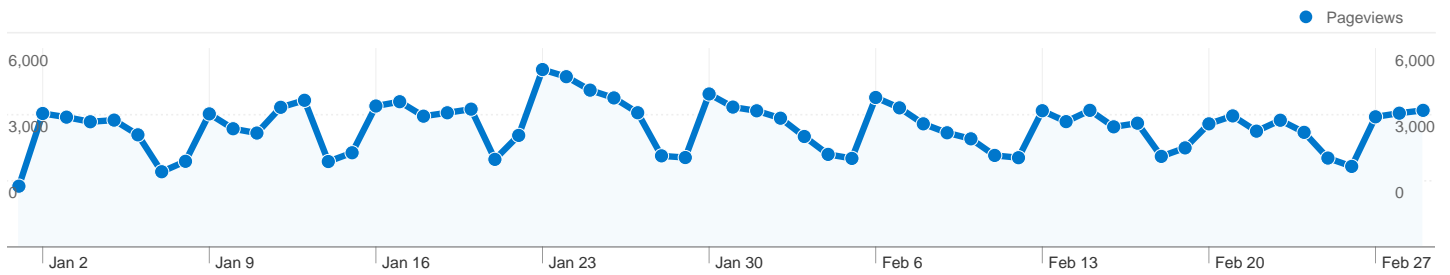
 **38.56% New Visits**

Previous: 40.89% (-5.71%)

## Technical Profile

Browser	Visits	% visits
<b>Safari</b>		
Jan 1, 2012 - Feb 29, 2012	22,576	31.62%
Jan 1, 2011 - Feb 28, 2011	18,867	33.72%
% Change	19.66%	-6.22%
<b>Internet Explorer</b>		
Jan 1, 2012 - Feb 29, 2012	16,835	23.58%
Jan 1, 2011 - Feb 28, 2011	19,357	34.59%
% Change	-13.03%	-31.83%

Android Browser		
Jan 1, 2012 - Feb 29, 2012	11,715	16.41%
Jan 1, 2011 - Feb 28, 2011	0	0.00%
% Change	100.00%	100.00%
Firefox		
Jan 1, 2012 - Feb 29, 2012	9,346	13.09%
Jan 1, 2011 - Feb 28, 2011	10,382	18.55%
% Change	-9.98%	-29.44%
Chrome		
Jan 1, 2012 - Feb 29, 2012	9,333	13.07%
Jan 1, 2011 - Feb 28, 2011	5,515	9.86%
% Change	69.23%	32.64%



**2,023 pages were viewed a total of 218,171 times**

**Content Performance**

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index
/	54,433	35,656	00:01:03	23.51%	23.32%	\$0.00
/maps-schedules/	24,929	15,781	00:00:56	17.10%	17.17%	\$0.00
/mobile-schedules/	10,953	6,508	00:00:46	17.62%	11.37%	\$0.00
/fares/	7,484	5,337	00:01:18	43.83%	26.87%	\$0.00
/schedule/6/	6,843	6,027	00:04:19	85.95%	77.44%	\$0.00
/schedule/18/	5,348	4,249	00:02:11	72.33%	47.03%	\$0.00
/schedule/9/	5,092	4,087	00:02:23	70.26%	48.11%	\$0.00
/schedule/20/	4,515	3,717	00:02:28	77.09%	52.76%	\$0.00
/schedule/16/	4,227	3,358	00:02:17	71.10%	46.51%	\$0.00
/schedule/98X/	4,108	3,292	00:03:13	74.94%	53.41%	\$0.00
/schedule/21/	3,694	2,944	00:02:17	67.26%	48.70%	\$0.00
/schedule/14/	3,464	2,792	00:02:58	66.79%	48.41%	\$0.00
/schedule/10/	3,319	2,658	00:02:24	76.15%	52.40%	\$0.00
/schedule/15/	3,316	2,685	00:02:36	71.31%	48.79%	\$0.00
/how-to-ride/	3,300	2,469	00:00:37	25.61%	9.24%	\$0.00
/schedule/35/	2,798	2,159	00:02:54	73.04%	51.22%	\$0.00
/schedule/11/	2,769	2,225	00:01:55	67.32%	37.59%	\$0.00
/schedule/28/	2,764	2,254	00:02:24	84.22%	53.15%	\$0.00
/schedule/4/	2,643	2,141	00:02:44	74.75%	63.03%	\$0.00
/schedule/316/	2,463	1,984	00:02:32	74.44%	48.23%	\$0.00
/driver-login/	2,363	1,276	00:02:28	21.65%	50.19%	\$0.00

/schedule/314/	<b>2,154</b>	1,749	00:02:26	68.99%	49.72%	\$0.00
/about/	<b>2,131</b>	1,636	00:00:45	31.68%	13.28%	\$0.00
/schedule/7/	<b>2,118</b>	1,680	00:02:33	81.34%	47.83%	\$0.00
/schedule/96X/	<b>2,032</b>	1,590	00:02:04	74.69%	45.67%	\$0.00
/schedule/1/	<b>1,780</b>	1,321	00:02:03	60.66%	37.19%	\$0.00
/schedule/320/	<b>1,690</b>	1,399	00:01:51	85.30%	47.51%	\$0.00
/news/	<b>1,652</b>	1,167	00:00:37	51.55%	15.44%	\$0.00
/schedule/36/	<b>1,546</b>	1,185	00:02:09	62.90%	37.39%	\$0.00
/schedule/321/	<b>1,519</b>	1,233	00:02:22	70.18%	52.14%	\$0.00
/schedule/19/	<b>1,515</b>	1,150	00:01:38	61.95%	28.25%	\$0.00
/schedule/95X/	<b>1,487</b>	1,148	00:01:29	69.06%	32.41%	\$0.00
/schedule/310/	<b>1,450</b>	1,185	00:02:17	80.89%	54.34%	\$0.00
/schedule/17/	<b>1,434</b>	1,190	00:01:58	80.93%	45.40%	\$0.00
/schedule/311/	<b>1,387</b>	1,111	00:02:03	77.23%	42.25%	\$0.00
/schedule/93X/	<b>1,305</b>	976	00:02:18	77.07%	44.90%	\$0.00
/link/	<b>1,238</b>	974	00:00:51	39.93%	24.56%	\$0.00
/fares/where-to-buy/	<b>1,175</b>	844	00:01:47	67.35%	34.98%	\$0.00
/maps-schedules/school-routes-for-concordpleasant-hillwalnut-creek/	<b>957</b>	526	00:01:26	54.76%	19.64%	\$0.00
/schedule/5/	<b>934</b>	763	00:01:55	65.12%	39.94%	\$0.00
/schedule/2/	<b>927</b>	771	00:01:53	75.40%	46.28%	\$0.00
/fares/clipper-card/	<b>902</b>	751	00:00:57	53.70%	25.06%	\$0.00
/schedule/97X/	<b>876</b>	666	00:02:02	60.65%	34.47%	\$0.00
/how-to-ride/paying-your-fare/	<b>791</b>	647	00:01:32	56.86%	18.96%	\$0.00
/schedule/250/	<b>708</b>	621	00:01:52	65.66%	56.50%	\$0.00
/maps-schedules/school-routes-for-lafayettetemoragaorinda/	<b>707</b>	450	00:01:48	63.64%	36.21%	\$0.00
/about/jobs/	<b>664</b>	528	00:00:37	75.16%	50.00%	\$0.00
/schedule/92X/	<b>662</b>	524	00:01:35	69.64%	34.89%	\$0.00
/maps-schedules/school-routes-for-danvillesan-ramon/	<b>656</b>	355	00:01:24	29.03%	22.71%	\$0.00
/schedule/25/	<b>619</b>	485	00:01:47	68.89%	32.79%	\$0.00

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