

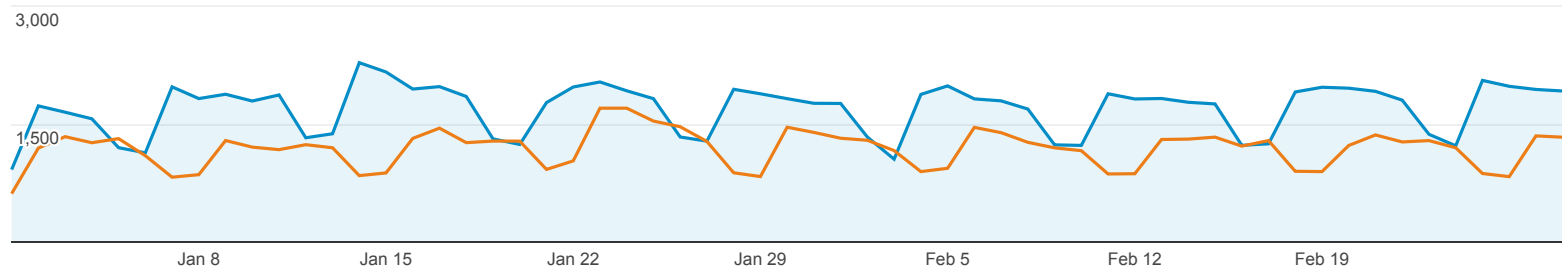
Visitor Report

change in % of visits: +0.00%

Report Tab

Metric Group

Jan 1, 2013 - Feb 28, 2013: Visits
Jan 1, 2012 - Feb 29, 2012: Visits



Visits
40.07%
99,998 vs 71,391

Unique Visitors
29.10%
43,100 vs 33,386

Pageviews
28.22%
279,737 vs 218,171

Avg. Visit Duration
-2.60%
00:02:51 vs 00:02:56

Pages / Visit
-8.46%
2.80 vs 3.06

Visitor Type	Mobile (Including Tablet)	Visits	Unique Visitors	Pageviews	Avg. Visit Duration	Pages / Visit
1. Returning Visitor	Yes					
Jan 1, 2013 - Feb 28, 2013		41,621	8,221	105,733	00:02:49	2.54
Jan 1, 2012 - Feb 29, 2012		21,226	4,600	53,381	00:02:35	2.51
% Change		96.08%	78.72%	98.07%	9.13%	1.01%
2. Returning Visitor	No					
Jan 1, 2013 - Feb 28, 2013		23,417	7,787	67,509	00:02:56	2.88
Jan 1, 2012 - Feb 29, 2012		22,606	8,051	70,920	00:02:58	3.14
% Change		3.59%	-3.28%	-4.81%	-1.17%	-8.11%
3. New Visitor	No					
Jan 1, 2013 - Feb 28, 2013		21,111	21,081	68,713	00:03:02	3.25
Jan 1, 2012 - Feb 29, 2012		20,900	20,868	73,183	00:03:13	3.50
% Change		1.01%	1.02%	-6.11%	-5.42%	-7.05%
4. New Visitor	Yes					
Jan 1, 2013 - Feb 28, 2013		13,849	13,840	37,782	00:02:35	2.73
Jan 1, 2012 - Feb 29, 2012		6,659	6,654	20,687	00:03:06	3.11
% Change		107.97%	108.00%	82.64%	-16.41%	-12.18%

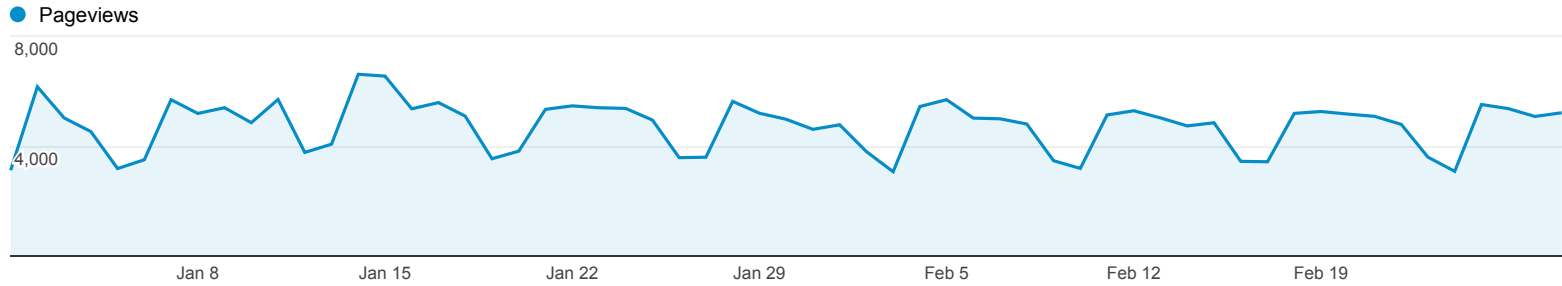
Rows 1 - 4 of 4

Pages

% of pageviews: 100.00%

Explorer

Site Usage



Pageviews

279,737

% of Total: 100.00%
(279,737)

Unique Pageviews

206,258

% of Total: 100.00%
(206,258)

Avg. Time on Page

00:01:35

Site Avg: 00:01:35
(0.00%)

Entrances

99,984

% of Total: 100.00%
(99,984)

Bounce Rate

43.46%

Site Avg: 43.46%
(0.00%)

% Exit

35.74%

Site Avg: 35.74%
(0.00%)

Page Value

\$0.00

% of Total: 0.00%
(\$0.00)

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
1. /	64,523	44,156	00:01:10	39,983	29.60%	28.78%	\$0.00
2. /maps-schedules/	33,541	21,456	00:00:56	18,519	18.74%	18.56%	\$0.00
3. /mobile-schedules/	22,673	13,832	00:00:39	3,251	21.75%	10.71%	\$0.00
4. /schedule/6/	9,239	8,022	00:05:42	5,116	85.46%	77.67%	\$0.00
5. /fares/	6,830	5,293	00:01:27	1,066	54.88%	32.28%	\$0.00
6. /schedule/18/	6,658	5,399	00:02:28	1,571	71.23%	48.42%	\$0.00
7. /schedule/98X/	6,571	5,563	00:03:36	3,026	86.55%	63.80%	\$0.00
8. /schedule/9/	6,490	5,305	00:03:10	1,511	72.80%	52.60%	\$0.00
9. /schedule/20/	5,970	4,990	00:02:42	1,629	76.12%	57.25%	\$0.00
10. /schedule/16/	5,201	4,219	00:02:35	1,038	72.54%	47.66%	\$0.00
11. /schedule/15/	5,061	4,147	00:02:59	1,295	75.98%	55.46%	\$0.00
12. /schedule/10/	4,832	3,859	00:03:19	1,058	76.65%	54.70%	\$0.00
13. /schedule/21/	4,809	3,916	00:02:52	984	72.87%	51.38%	\$0.00
14. /schedule/14/	3,972	3,260	00:02:49	938	70.36%	48.34%	\$0.00
15. /schedule/96X/	3,780	2,961	00:02:42	917	70.34%	47.25%	\$0.00
16. /schedule/4/	3,699	3,130	00:03:23	1,893	79.71%	68.45%	\$0.00
17. /schedule/11/	3,584	2,930	00:02:13	658	69.00%	42.02%	\$0.00
18. /schedule/35/	3,500	2,763	00:03:44	1,258	72.50%	54.26%	\$0.00
19. /schedule/316/	3,317	2,677	00:03:04	758	70.45%	52.13%	\$0.00
20. /schedule/28/	3,126	2,478	00:02:59	665	76.24%	49.81%	\$0.00
21. /how-to-ride/	3,002	2,302	00:00:42	83	38.55%	10.59%	\$0.00
22. /schedule/314/	2,755	2,255	00:02:42	591	72.25%	51.14%	\$0.00
23. /schedule/95X/	2,275	1,822	00:01:40	383	61.62%	33.63%	\$0.00

24.	/driver-login/	2,210	1,239	00:03:11	699	30.62%	51.54%	\$0.00
25.	/schedule/320/	2,106	1,767	00:02:55	533	80.49%	52.61%	\$0.00
26.	/schedule/7/	2,049	1,650	00:02:26	365	75.62%	44.17%	\$0.00
27.	/schedule/1/	2,005	1,514	00:02:48	262	64.50%	39.40%	\$0.00
28.	/schedule/321/	1,996	1,644	00:03:03	427	78.45%	54.16%	\$0.00
29.	/schedule/310/	1,926	1,628	00:03:18	402	77.61%	60.49%	\$0.00
30.	/schedule/19/	1,918	1,452	00:01:44	219	65.30%	29.82%	\$0.00
31.	/maps-schedules/600-select-service/	1,872	800	00:01:19	76	55.26%	21.47%	\$0.00
32.	/about/	1,817	1,441	00:00:40	134	22.39%	15.85%	\$0.00
33.	/schedule/36/	1,786	1,368	00:02:21	300	72.67%	42.22%	\$0.00
34.	/schedule/17/	1,777	1,483	00:02:23	482	81.95%	52.22%	\$0.00
35.	/schedule/311/	1,706	1,360	00:02:24	290	75.52%	44.20%	\$0.00
36.	/schedule/93X/	1,693	1,337	00:02:40	455	75.82%	49.68%	\$0.00
37.	/about/real-time-bus-tracker/	1,431	882	00:01:39	61	44.26%	32.08%	\$0.00
38.	/schedule/97X/	1,336	1,059	00:02:13	280	64.29%	40.27%	\$0.00
39.	/link/	1,250	998	00:01:00	453	49.45%	32.08%	\$0.00
40.	/schedule/2/	1,194	1,013	00:02:20	274	81.39%	51.59%	\$0.00
41.	/fares/where-to-buy/	1,108	818	00:01:39	191	61.78%	37.18%	\$0.00
42.	/schedule/92X/	1,099	849	00:02:19	240	67.92%	39.40%	\$0.00
43.	/schedule/5/	1,094	929	00:02:01	192	79.17%	43.51%	\$0.00
44.	/public-meetings/	988	804	00:00:37	53	56.60%	15.38%	\$0.00
45.	/bus-tracker/	971	671	00:01:18	598	37.79%	36.56%	\$0.00
46.	/?force=desktop	939	742	00:01:08	139	23.02%	20.87%	\$0.00
47.	/fares/clipper-card/	938	799	00:00:55	99	46.46%	30.60%	\$0.00
48.	/how-to-ride/paying-your-fare/	837	713	00:01:35	57	64.91%	19.59%	\$0.00
49.	/about/jobs/	794	600	00:01:06	163	62.58%	49.24%	\$0.00
50.	/schedule/25/	664	531	00:01:45	88	69.32%	34.34%	\$0.00

Rows 1 - 50 of 2288

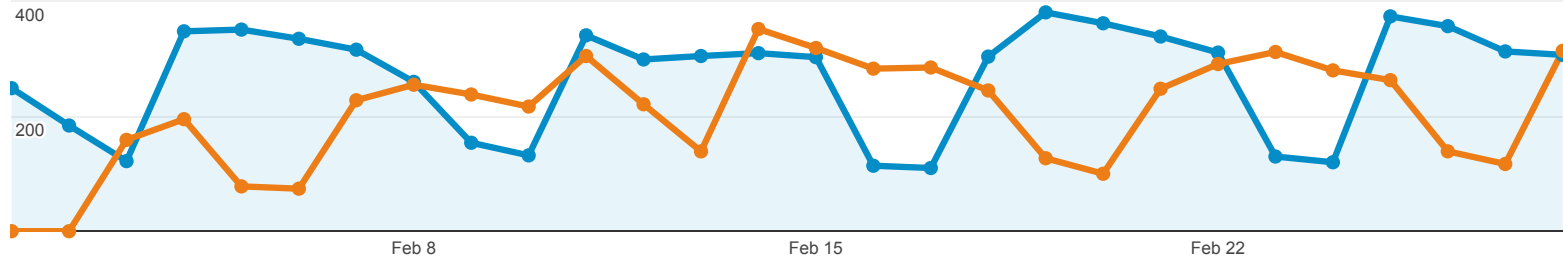
Overview

change in % of visits: +0.00%

Explorer

Site Usage

Feb 1, 2013 - Feb 28, 2013: Visits
Jan 1, 2013 - Jan 31, 2013: Visits



Visits
13.10%
7,531 vs 6,659

Pages / Visit
-6.25%
4.27 vs 4.56

Avg. Visit Duration
-3.29%
00:05:50 vs 00:06:02

% New Visits
-10.84%
20.90% vs 23.44%

Bounce Rate
8.27%
32.23% vs 29.76%

Mobile (Including Tablet)

	Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
1. Yes					
Feb 1, 2013 - Feb 28, 2013	6,037	4.13	00:05:52	18.45%	35.15%
Jan 1, 2013 - Jan 31, 2013	5,075	4.24	00:05:55	20.57%	33.36%
% Change	18.96%	-2.44%	-0.77%	-10.30%	5.37%
2. No					
Feb 1, 2013 - Feb 28, 2013	1,494	4.83	00:05:43	30.79%	20.41%
Jan 1, 2013 - Jan 31, 2013	1,584	5.58	00:06:26	32.64%	18.24%
% Change	-5.68%	-13.44%	-11.13%	-5.67%	11.89%