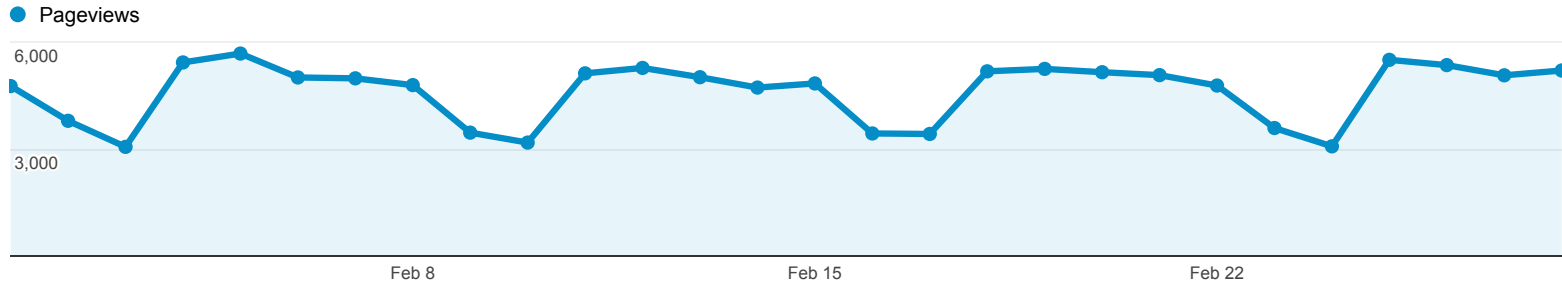


Pages

% of pageviews: 100.00%

Explorer

Site Usage



Pageviews 129,217 % of Total: 100.00% (129,217)	Unique Pageviews 95,795 % of Total: 100.00% (95,795)	Avg. Time on Page 00:01:35 Site Avg: 00:01:35 (0.00%)	Entrances 47,388 % of Total: 100.00% (47,388)	Bounce Rate 44.54% Site Avg: 44.54% (0.00%)	% Exit 36.67% Site Avg: 36.67% (0.00%)	Page Value \$0.00 % of Total: 0.00% (\$0.00)
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Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
1. /	29,877	20,937	00:01:09	19,056	32.18%	30.83%	\$0.00
2. /maps-schedules/	15,843	10,101	00:00:56	8,737	18.19%	18.18%	\$0.00
3. /mobile-schedules/	10,759	6,475	00:00:38	1,526	22.28%	11.04%	\$0.00
4. /schedule/6/	4,446	3,877	00:06:08	2,575	85.51%	78.68%	\$0.00
5. /schedule/98X/	3,158	2,689	00:03:36	1,498	86.78%	64.98%	\$0.00
6. /schedule/18/	3,068	2,495	00:02:35	729	70.37%	48.60%	\$0.00
7. /schedule/9/	2,971	2,452	00:02:59	728	74.73%	53.92%	\$0.00
8. /fares/	2,969	2,327	00:01:32	437	54.92%	32.70%	\$0.00
9. /schedule/20/	2,643	2,220	00:02:39	713	77.70%	58.08%	\$0.00
10. /schedule/15/	2,517	2,082	00:02:54	687	76.27%	56.77%	\$0.00
11. /schedule/16/	2,480	2,015	00:02:35	494	73.68%	47.30%	\$0.00
12. /schedule/10/	2,366	1,874	00:02:59	542	75.83%	55.45%	\$0.00
13. /schedule/21/	2,165	1,765	00:02:50	442	76.24%	51.45%	\$0.00
14. /schedule/14/	1,849	1,504	00:02:45	440	71.82%	47.97%	\$0.00
15. /schedule/4/	1,714	1,453	00:03:52	856	78.15%	68.55%	\$0.00
16. /schedule/11/	1,697	1,378	00:02:19	314	69.43%	42.66%	\$0.00
17. /schedule/316/	1,679	1,350	00:03:02	382	71.20%	53.54%	\$0.00
18. /schedule/96X/	1,641	1,302	00:02:28	422	73.70%	48.26%	\$0.00
19. /schedule/35/	1,588	1,235	00:03:50	561	70.94%	51.57%	\$0.00
20. /schedule/28/	1,388	1,123	00:02:24	312	80.45%	50.94%	\$0.00
21. /how-to-ride/	1,339	1,025	00:00:43	33	36.36%	11.05%	\$0.00
22. /schedule/314/	1,334	1,089	00:02:49	258	70.16%	48.80%	\$0.00
23. /schedule/320/	1,053	892	00:02:56	273	79.85%	55.18%	\$0.00
24. /schedule/95X/	1,044	844	00:01:26	400	50.47%	25.25%	\$0.00

24.	/schedule/95X/	1,044	844	00:01:36	190	59.47%	35.25%	\$0.00
25.	/driver-login/	1,000	549	00:02:49	302	28.48%	49.80%	\$0.00
26.	/schedule/1/	988	753	00:02:36	120	65.83%	40.69%	\$0.00
27.	/schedule/321/	970	799	00:03:05	211	78.20%	54.85%	\$0.00
28.	/schedule/310/	967	799	00:03:24	196	78.57%	60.08%	\$0.00
29.	/schedule/7/	967	772	00:02:30	176	73.30%	44.36%	\$0.00
30.	/schedule/19/	883	677	00:01:37	96	64.58%	29.33%	\$0.00
31.	/schedule/36/	861	668	00:02:24	154	74.68%	43.44%	\$0.00
32.	/schedule/311/	851	688	00:02:14	144	73.61%	45.12%	\$0.00
33.	/maps-schedules/600-select-service/	820	348	00:01:17	31	64.52%	21.59%	\$0.00
34.	/schedule/17/	794	669	00:02:04	219	84.47%	52.27%	\$0.00
35.	/about/	789	637	00:00:43	42	16.67%	16.60%	\$0.00
36.	/schedule/93X/	781	599	00:02:10	183	68.85%	44.43%	\$0.00
37.	/about/real-time-bus-tracker/	643	395	00:01:44	31	32.26%	31.73%	\$0.00
38.	/schedule/97X/	604	468	00:02:06	120	66.67%	38.74%	\$0.00
39.	/link/	591	457	00:01:05	219	48.40%	31.64%	\$0.00
40.	/bus-tracker/	550	379	00:01:04	332	34.64%	33.64%	\$0.00
41.	/schedule/2/	543	458	00:02:31	119	73.11%	47.70%	\$0.00
42.	/schedule/5/	500	413	00:01:58	72	73.61%	40.40%	\$0.00
43.	/fares/where-to-buy/	496	351	00:01:49	80	57.50%	35.08%	\$0.00
44.	/schedule/92X/	481	389	00:02:08	114	71.05%	40.12%	\$0.00
45.	/public-meetings/	452	376	00:00:37	18	61.11%	15.93%	\$0.00
46.	/fares/clipper-card/	421	352	00:01:03	44	54.55%	30.88%	\$0.00
47.	/?force=desktop	420	339	00:01:08	79	22.78%	23.10%	\$0.00
48.	/how-to-ride/paying-your-fare/	392	331	00:01:41	21	66.67%	17.60%	\$0.00
49.	/about/jobs/	374	297	00:01:16	86	63.95%	51.87%	\$0.00
50.	/maps-schedules/route-250-st-marys-college-gael-rail-shuttle-schedule/	329	261	00:02:27	84	72.62%	51.37%	\$0.00

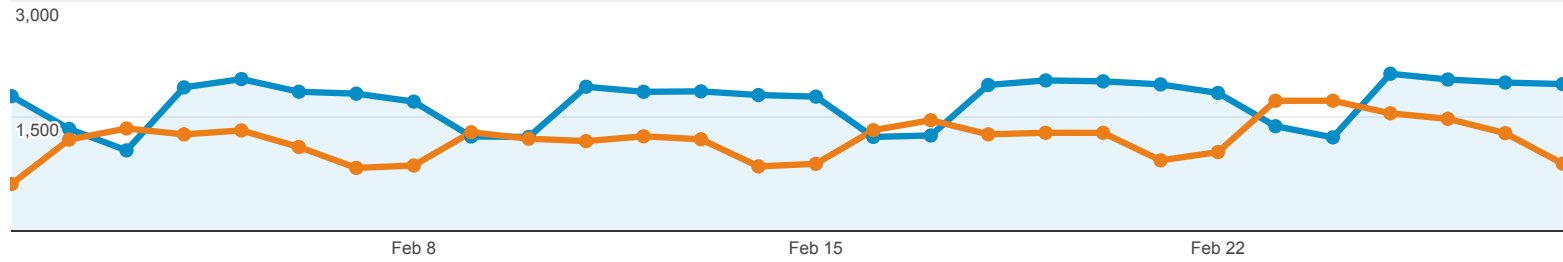
Visitor Report

change in % of visits: +0.00%

Report Tab

Metric Group

Feb 1, 2013 - Feb 28, 2013: Visits
Jan 1, 2012 - Jan 31, 2012: Visits



Visits 27.46% 47,394 vs 37,182	Unique Visitors 22.38% 23,295 vs 19,035	Pageviews 11.57% 129,217 vs 115,817	Avg. Visit Duration -9.54% 00:02:44 vs 00:03:01	Pages / Visit -12.47% 2.73 vs 3.11
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Visitor Type	Mobile (Including Tablet)	Visits	Unique Visitors	Pageviews	Avg. Visit Duration	Pages / Visit
1. Returning Visitor	Yes					
Feb 1, 2013 - Feb 28, 2013		20,183	5,068	50,006	00:02:44	2.48
Jan 1, 2012 - Jan 31, 2012		10,626	2,866	26,519	00:02:40	2.50
% Change		89.94%	76.83%	88.57%	2.51%	-0.72%
2. Returning Visitor	No					
Feb 1, 2013 - Feb 28, 2013		10,455	4,269	30,190	00:02:52	2.89
Jan 1, 2012 - Jan 31, 2012		11,989	5,032	39,220	00:03:06	3.27
% Change		-12.80%	-15.16%	-23.02%	-7.52%	-11.73%
3. New Visitor	No					
Feb 1, 2013 - Feb 28, 2013		9,549	9,535	30,737	00:02:58	3.22
Jan 1, 2012 - Jan 31, 2012		11,036	11,019	39,286	00:03:15	3.56
% Change		-13.47%	-13.47%	-21.76%	-8.83%	-9.58%
4. New Visitor	Yes					
Feb 1, 2013 - Feb 28, 2013		7,207	7,204	18,284	00:02:12	2.54
Jan 1, 2012 - Jan 31, 2012		3,531	3,528	10,792	00:03:03	3.06
% Change		104.11%	104.20%	69.42%	-27.66%	-16.99%

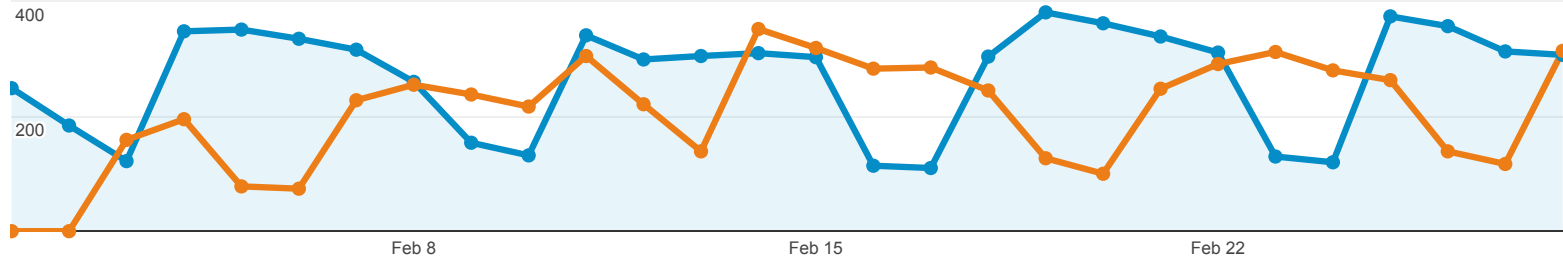
Overview

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%