



Response to Request for Information

Reference FOI 081593
Date 18 August 2015

Website Usage

Request:

The total number of sessions (visits) [without filter 4,082,434 with a filter 3,691,972](#) made to your website. The overall "bounce rate" that is the proportion of sessions which involved only 1 pageview [without filter 43.55% with filter 43.77%](#). The proportion of sessions on your website made on desktop devices [without filter 63% with filter 60%](#), mobile device [without filter 25% with filter 27%](#) and tablet devices [without filter 12% with filter 13%](#) respectively.

Please confirm what system you use to measure site usage (such as Google Analytics).

[Google Analytics](#)

Please provide these figures for the 12 months ending 31 July 2015 unless only a shorter timeframe is possible. If you filter some sessions from your website (such as visits from IP addresses used by your employees), please provide the figures for both the filtered and unfiltered data (what Google Analytics calls "views"). If you have multiple websites please provide these figures for each site.

[Please see above marked in blue.](#)