

**FOI 389 2015**

**REQUEST**

Please could you provide the following information about the usage of your website:

The total number of sessions (visits) made to your website. The overall "bounce rate" that is the proportion of sessions which involved only 1 pageview. The proportion of sessions on your website made on desktop devices, mobile devices and tablet devices respectively

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

**RESPONSE**

Total visits	856,122
Bounce rate	40.60%
Desktop proportion	75.77%
Mobile proportion	24.23% (unable to split further into tablet devices)
System used	Siteimprove Analytics