

**Bike Hub website statistics***bikehub.co.uk launched in August 2010*

| Month  | Sessions | Users | Page views | Pages / Session | Session duration | Bounce rate | % new sessions |
|--------|----------|-------|------------|-----------------|------------------|-------------|----------------|
| Aug-10 | 1602     | 1271  | 3496       | 2.18            | 01:28            | 71.35%      | 79.34%         |
| Sep-10 | 6005     | 4727  | 11088      | 1.85            | 01:22            | 70.82%      | 76.59%         |
| Oct-10 | 6713     | 5182  | 14711      | 2.19            | 01:48            | 71.92%      | 70.52%         |
| Nov-10 | 7741     | 6344  | 16857      | 2.18            | 01:58            | 64.64%      | 76.84%         |
| Dec-10 | 3607     | 2879  | 7156       | 1.98            | 01:30            | 69.37%      | 70.39%         |
| Jan-11 | 6318     | 5284  | 12099      | 1.92            | 01:35            | 66.70%      | 77.87%         |
| Feb-11 | 5608     | 4496  | 11334      | 2.02            | 01:53            | 63.03%      | 74.36%         |
| Mar-11 | 9585     | 7576  | 18249      | 1.9             | 01:50            | 67.60%      | 73.81%         |
| Apr-11 | 14186    | 11042 | 26009      | 1.83            | 01:54            | 69.24%      | 71.53%         |
| May-11 | 30207    | 25730 | 53163      | 1.76            | 01:33            | 70.38%      | 81.83%         |
| Jun-11 | 28607    | 23970 | 49916      | 1.64            | 01:24            | 74.31%      | 78.73%         |
| Jul-11 | 27881    | 23682 | 44992      | 1.61            | 01:20            | 74.56%      | 80.41%         |
| Aug-11 | 25682    | 21901 | 40751      | 1.59            | 01:16            | 75.35%      | 80.92%         |
| Sep-11 | 27323    | 23193 | 42004      | 1.54            | 01:15            | 77.03%      | 80.10%         |
| Oct-11 | 22743    | 19654 | 35608      | 1.57            | 01:12            | 77.27%      | 81.23%         |
| Nov-11 | 19946    | 17469 | 30037      | 1.51            | 01:07            | 77.90%      | 82.23%         |
| Dec-11 | 15667    | 13592 | 24253      | 1.55            | 01:12            | 78.31%      | 81.65%         |
| Jan-12 | 19754    | 16712 | 31308      | 1.58            | 01:22            | 76.94%      | 79.94%         |
| Feb-12 | 16207    | 13987 | 25321      | 1.56            | 01:20            | 76.81%      | 80.84%         |
| Mar-12 | 21546    | 18761 | 33715      | 1.56            | 01:19            | 76.44%      | 82.60%         |
| Apr-12 | 22698    | 19240 | 37461      | 1.65            | 01:31            | 73.91%      | 80.18%         |
| May-12 | 26,295   | 22585 | 40869      | 1.55            | 01:18            | 76.58%      | 81.02%         |
| Jun-12 | 23670    | 20323 | 36082      | 1.52            | 01:17            | 77.61%      | 81.01%         |
| Jul-12 | 33247    | 28857 | 48111      | 1.45            | 01:06            | 80.47%      | 82.86%         |
| Aug-12 | 33017    | 28662 | 49102      | 1.49            | 01:13            | 78.88%      | 83.25%         |
| Sep-12 | 31087    | 27142 | 44455      | 1.43            | 01:06            | 79.79%      | 82.49%         |

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| Oct-12 | 23640    | 20480 | 34229      | 1.45            | 01:09            | 79.87%      | 81.73%         |
| Nov-12 | 15484    | 13041 | 22248      | 1.44            | 01:06            | 80.03%      | 78.04%         |
| Dec-12 | 11060    | 9339  | 15913      | 1.44            | 01:34            | 80.48%      | 79.76%         |
| Jan-13 | 17288    | 14555 | 25922      | 1.5             | 01:13            | 78.87%      | 79.64%         |
| Feb-13 | 17683    | 15136 | 26203      | 1.48            | 01:09            | 79.46%      | 80.98%         |
| Mar-13 | 21163    | 18030 | 32185      | 1.52            | 01:19            | 77.36%      | 81.00%         |
| Apr-13 | 26352    | 22468 | 38965      | 1.48            | 01:13            | 79.66%      | 81.16%         |
| May-13 | 22900    | 19068 | 35100      | 1.53            | 01:32            | 77.10%      | 78.27%         |
| Jun-13 | 20222    | 16873 | 31651      | 1.57            | 01:24            | 76.28%      | 78.42%         |
| Jul-13 | 20567    | 17142 | 31538      | 1.53            | 01:23            | 76.33%      | 78.59%         |
| Aug-13 | 19679    | 16574 | 30112      | 1.53            | 01:21            | 76.98%      | 79.35%         |
| Sep-13 | 16755    | 14491 | 24387      | 1.46            | 01:10            | 78.50%      | 81.37%         |
| Oct-13 | 14279    | 12454 | 20574      | 1.44            | 01:09            | 79.29%      | 82.06%         |
| Nov-13 | 10775    | 9662  | 15412      | 1.43            | 01:04            | 80.51%      | 85.03%         |
| Dec-13 | 8545     | 7690  | 12166      | 1.42            | 01:04            | 79.77%      | 84.79%         |
| Jan-14 | 13244    | 11081 | 20183      | 1.52            | 01:13            | 77.33%      | 84.49%         |
| Feb-14 | 11913    | 10485 | 17887      | 1.5             | 01:07            | 78.52%      | 82.60%         |
| Mar-14 | 13878    | 12276 | 20760      | 1.5             | 01:10            | 77.84%      | 84.31%         |
| Apr-14 | 16898    | 14934 | 25603      | 1.52            | 01:12            | 77.19%      | 83.91%         |
| May-14 | 25363    | 22818 | 34910      | 1.38            | 00:58            | 81.72%      | 86.97%         |
| Jun-14 | 39256    | 35375 | 52455      | 1.34            | 00:50            | 83.82%      | 87.65%         |
| Jul-14 | 41565    | 37528 | 55430      | 1.33            | 00:54            | 83.38%      | 87.45%         |
| Aug-14 | 33983    | 30531 | 4445       | 1.31            | 00:52            | 84.58%      | 86.96%         |
| Sep-14 | 32974    | 29555 | 42856      | 1.3             | 00:48            | 85.34%      | 86.63%         |
| Oct-14 | 25212    | 22760 | 32541      | 1.29            | 00:46            | 85.09%      | 87.14%         |
| Nov-14 | 22186    | 20032 | 28619      | 1.29            | 00:47            | 85.53%      | 87.28%         |
| Dec-14 | 19799    | 17858 | 25045      | 1.26            | 00:49            | 86.06%      | 87.11%         |

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| Jan-15 | 26227    | 23312  | 35536      | 1.35            | 00:58            | 83.84%      | 85.73%         |
| Feb-15 | 24390    | 21760  | 32811      | 1.35            | 00:53            | 83.34%      | 86.16%         |
| Mar-15 | 37168    | 33333  | 49177      | 1.32            | 00:54            | 84.44%      | 87.41%         |
| Apr-15 | 40552    | 36188  | 53850      | 1.33            | 00:55            | 83.71%      | 86.71%         |
| May-15 | 46221    | 41364  | 60971      | 1.32            | 00:55            | 84.21%      | 86.76%         |
| Jun-15 | 45473    | 40471  | 59594      | 1.31            | 00:52            | 84.56%      | 86.07%         |
| Jul-15 | 42773    | 37951  | 56109      | 1.31            | 00:53            | 84.31%      | 85.67%         |
| Aug-15 | 50124    | 45004  | 65381      | 1.3             | 00:50            | 83.83%      | 87.47%         |
| Sep-15 | 27267    | 24335  | 34727      | 1.27            | 00:46            | 86.11%      | 85.73%         |
| Oct-15 | 30851    | 27665  | 38824      | 1.26            | 00:46            | 86.13%      | 87.17%         |
| Nov-15 | 22404    | 19985  | 28205      | 1.26            | 00:44            | 86.34%      | 85.87%         |
| Dec-15 | 19756    | 17745  | 25303      | 1.28            | 00:45            | 86.19%      | 86.37%         |
| Jan-16 | 26212    | 23568  | 34141      | 1.3             | 00:48            | 85.09%      | 86.69%         |
| Feb-16 | 23,568   | 21,297 | 30,398     | 1.29            | 00:47            | 85.54%      | 87.26%         |
| Mar-16 | 31,345   | 28,173 | 40,283     | 1.29            | 00:47            | 85.54%      | 87.17%         |
| Apr-16 | 38,814   | 34,969 | 50,127     | 1.29            | 00:48            | 85.23%      | 87.63%         |
| May-16 | 42,844   | 38,670 | 55,873     | 1.30            | 00:47            | 84.51%      | 88.08%         |
| Jun-16 | 38,350   | 34,808 | 49,669     | 1.30            | 00:45            | 85.12%      | 88.38%         |
| Jul-16 | 43,524   | 39,339 | 55,329     | 1.27            | 00:44            | 86.25%      | 88.29%         |
| Aug-16 | 45,919   | 41,100 | 57,745     | 1.26            | 00:44            | 86.62%      | 87.31%         |
| Sep-16 | 37,976   | 34,302 | 46,987     | 1.24            | 00:40            | 87.18%      | 87.71%         |
| Oct-16 | 27,644   | 25,037 | 34,404     | 1.24            | 00:41            | 87.48%      | 87.85%         |
| Nov-16 | 20,715   | 18,572 | 26,797     | 1.29            | 00:57            | 83.67%      | 87.02%         |
| Dec-16 | 19,700   | 17,817 | 25,717     | 1.31            | 00:43            | 79.76%      | 87.82%         |
| Jan-17 | 24,019   | 21,789 | 30,345     | 1.26            | 00:44            | 86.94%      | 88.72%         |

**Notes**

Visitation to be assessed against Bike Hub website investment to date

A high bounce rate indicates that the large percentage of visitors to bikehub.co.uk navigate away from the site after viewing only one page