

ICO Disclosure Log Response to Request

Reference: IRQ0397602

Date of response: 22/6/11

Response

Further to our acknowledgement of 15 June 2011 we are now in a position to provide you with a response to your request for information of the same date.

As you know we have dealt with your request in accordance with your 'right to know' under section 1(1) of the Freedom of Information Act 2000 (FOIA), which entitles you to be provided with a copy of any information 'held' by a public authority, unless an appropriate exemption applies.

Request

You requested:

I would like to request information regarding to the recorded levels of traffic to the ICO website before and after the cookie opt in message was placed on the ICO website.

Specifically, I would like to know the daily count of visits and unique visitors to the website given by Google Analytics in the weeks before the cookie opt in change, and the daily count of visits and unique visitors recorded by Google Analytics in the weeks after making cookies opt in.

Information Held

I can confirm that we do hold the recorded information that you are seeking. AS not time period was specified in your request and to be and in order to give you a clear picture we have included three weeks either side of 26 May which was the day the message was placed on our website.

“Visits for all visitors” (5 May – 16 June 2011)

Day	Visits
Thursday, May 5, 2011	10,342
Friday, May 6, 2011	8,668
Saturday, May 7, 2011	2,701
Sunday, May 8, 2011	3,326
Monday, May 9, 2011	11,572
Tuesday, May 10, 2011	12,087
Wednesday, May 11, 2011	11,843
Thursday, May 12, 2011	11,532
Friday, May 13, 2011	9,121
Saturday, May 14, 2011	2,785
Sunday, May 15, 2011	3,334
Monday, May 16, 2011	11,291
Tuesday, May 17, 2011	5,035
Wednesday, May 18, 2011	11,048
Thursday, May 19, 2011	11,095
Friday, May 20, 2011	9,741
Saturday, May 21, 2011	2,470
Sunday, May 22, 2011	3,220
Monday, May 23, 2011	11,939
Tuesday, May 24, 2011	11,591
Wednesday, May 25, 2011	3,802
Thursday, May 26, 2011	1,665
Friday, May 27, 2011	1,409
Saturday, May 28, 2011	214
Sunday, May 29, 2011	175
Monday, May 30, 2011	322
Tuesday, May 31, 2011	1,242
Wednesday, June 1, 2011	1,180
Thursday, June 2, 2011	1,133

Friday, June 3, 2011	970
Saturday, June 4, 2011	153
Sunday, June 5, 2011	173
Monday, June 6, 2011	1,189
Tuesday, June 7, 2011	1,291
Wednesday, June 8, 2011	1,247
Thursday, June 9, 2011	1,233
Friday, June 10, 2011	1,051
Saturday, June 11, 2011	178
Sunday, June 12, 2011	173
Monday, June 13, 2011	1,322
Tuesday, June 14, 2011	1,348
Wednesday, June 15, 2011	1,286
Thursday, June 16, 2011	1,281

“Absolute Unique Visitors” (5 May – 16 June 2011)

Day	Visitors
Thursday, May 5, 2011	8,894
Friday, May 6, 2011	7,493
Saturday, May 7, 2011	2,428
Sunday, May 8, 2011	2,971
Monday, May 9, 2011	9,876
Tuesday, May 10, 2011	10,362
Wednesday, May 11, 2011	10,094
Thursday, May 12, 2011	9,865
Friday, May 13, 2011	7,837
Saturday, May 14, 2011	2,475
Sunday, May 15, 2011	3,010
Monday, May 16, 2011	9,621

2011	
Tuesday, May 17, 2011	4,462
Wednesday, May 18, 2011	9,346
Thursday, May 19, 2011	9,392
Friday, May 20, 2011	8,229
Saturday, May 21, 2011	2,236
Sunday, May 22, 2011	2,854
Monday, May 23, 2011	10,099
Tuesday, May 24, 2011	9,841
Wednesday, May 25, 2011	3,285
Thursday, May 26, 2011	1,281
Friday, May 27, 2011	1,138
Saturday, May 28, 2011	188
Sunday, May 29, 2011	154
Monday, May 30, 2011	254
Tuesday, May 31, 2011	934
Wednesday, June 1, 2011	878
Thursday, June 2, 2011	864
Friday, June 3, 2011	716
Saturday, June 4, 2011	122
Sunday, June 5, 2011	151
Monday, June 6, 2011	877
Tuesday, June 7, 2011	932
Wednesday, June 8, 2011	903
Thursday, June 9, 2011	897
Friday, June 10, 2011	760
Saturday, June 11, 2011	151

2011	
Sunday, June 12, 2011	141
Monday, June 13, 2011	949
Tuesday, June 14, 2011	953
Wednesday, June 15, 2011	938
Thursday, June 16, 2011	903

I hope this information is of interest and assistance. However, if you are dissatisfied with the response you have received and wish to request a review of our decision or make a complaint about how your request has been handled you should write to the Internal Compliance Department at the address below or e-mail Internalcompliancedept@ico.gsi.gov.uk

Your request for internal review should be submitted to us within 40 working days of receipt by you of this response. Any such request received after this time will only be considered at the discretion of the Commissioner.

If having exhausted the review process you are not content that your request or review has been dealt with correctly, you have a further right of appeal to this office in our capacity as the statutory complaint handler under the legislation. To make such an application, please write to the First Contact Team, at the address below or visit the 'Complaints' section of our website to make a Freedom of Information Act or Environmental Information Regulations complaint online.

A copy of our review procedure is attached.