



Cabinet Office

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70 Whitehall
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Sam Smith

By email: request-730487-6eb193be@whatdotheyknow.com

FOI Reference: FOI2021/03867
19/03/2021

Dear Sam Smith

I refer to your two requests where you asked:

"Dear Cabinet Office,

Under the Freedom of Information Act, from within the google analytics dashboard run by the Government Digital Service:

1) can you please provide the URL and download count, and optionally the name, for the 200 most frequently downloaded PDFs from gov.uk in 2020 (ie 1 Jan 2020 to 31 Dec 2020)

2) can you please provide the URL and download count, and optionally the name, for the 100 most frequently downloaded PDFs from gov.uk in January 2021

(If it assists you in responding, a spreadsheet with the columns copied out of the analytics dashboard is an acceptable format for answering to each part of this request)"

I am writing to advise you that following a search of our paper and electronic records, I have established that the information you requested is held by the Cabinet Office.

The requested information below is included in the attached spreadsheet:

- The URL, link title and download count for the 200 most frequently downloaded PDFs from gov.uk in 2020 (ie 1 Jan 2020 to 31 Dec 2020); and
- The URL, link title and download count, for the 100 most frequently downloaded PDFs from gov.uk in January 2021.

Links to outdated and therefore now removed guidance will appear as broken links. The relevant PDF documents can still be found on the National Archives website e.g.: https://webarchive.nationalarchives.gov.uk/*/https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/949536/NationalLockdownGuidance.pdf.

If you have any queries about this letter, please contact the FOI Team quoting the reference number above.

If you are unhappy with the service you have received in relation to your request or wish to request an internal review, you should write to:

Rachel Anderson
Head of Freedom of Information
Cabinet Office
70 Whitehall
London
SW1A 2AS

email: foi-team@cabinetoffice.gov.uk

You should note that the Cabinet Office will not normally accept an application for internal review if it is received more than two months after the date that the reply was issued. If you are not content with the outcome of your internal review, you may apply directly to the Information Commissioner for a decision. Generally, the Commissioner cannot make a decision unless you have exhausted the complaints procedure provided by Cabinet Office. The Information Commissioner can be contacted at:

The Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Yours sincerely

A handwritten signature in black ink, appearing to be 'J. B. Smith', written on a light blue background.

FOI Team
Cabinet Office