

SmartChoices Year 6: Website user statistics, Dec 2013 - Feb 2014

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Highlights:

- The total number of distinct searches conducted during this year's 3-month application window (Dec 2013-Feb 2014) was 2,169, marking a decline from last year (2,773) and prior levels. Note that Trinity College is funded solely to update and maintain the SmartChoices site, and has NO responsibility for outreach or publicity.
- This year, most searches were conducted for Kindergarten (19%), but there was a noticeable increase for PreK Age 3 (from 4% last year to 11% this year). Grade 9 searches also returned to their previous rate (from 8% last year to 11% this year).
- While Hartford city address searches declined (from 89% last year to 72% this year), suburban searches increased sharply (from 191 to 359, or from 7% to 17%). A contributing factor may be web referrals from CREC and RSCO as described below.

* Percentage of SmartChoices web traffic increased sharply this year from three sources: HPS (from 5% last year to 23% this year), CREC (from 0% to 12%), and RSCO (from 0% to 10%). Last year, the HPS website mistakenly pointed users to an incorrect link for SmartChoices, which they corrected when notified of the error. This year, both CREC and RSCO took the initiative and added links from their sites to SmartChoices, which may have boosted web traffic from suburbs.

* Currently, very little web traffic comes to SmartChoices from social media such as FaceBook and Twitter, which had less than a dozen referrals combined during the 2013-14 three-month period. Once again, Trinity is funded to update and maintain the search tool, and we are not aware of any coordinated social media effort to bring visitors to the site.

- Read more about SmartChoices prior research and web design at:

<http://commons.trincoll.edu/cssp/smartchoices>

Part A: Search data from Trinity server logs

Note: a "distinct search" is defined as a web search session for a specific address on a given date. While it may overcount some repeat web visitors, this method assures a good count for apartment dwellers (who share the

Table 1: General locations of distinct searches on SmartChoices, Dec 2013 - Feb 2014 (versus prior years)

Period	HPS zone 1	zone 2	zone 3	zone 4	Hartford subtotal	Suburban towns	Outside area	TOTAL
Dec 2013	76	105	181	120	482	79	48	609
Jan 2014	127	110	159	124	520	119	104	743
Feb 2014	106	128	192	143	569	161	87	817
3 months (2013-14)	309	343	532	387	1571	359	239	2169
Nov 2012	193	192	306	306	997	67	41	1105
Dec 2012	70	81	149	113	413	39	20	472
Jan 2013	220	229	320	285	1054	85	57	1196
3 months (2012-13)	483	502	775	704	2464	191	118	2773
Dec 2011	77	81	248	383	789	75	32	896
Jan 2012	175	130	317	203	825	91	39	955
Feb 2012	69	63	201	93	426	22	14	462
3 months (2011-12)	321	274	766	679	2040	188	85	2313
Jan 2011	183	176	373	253	985	110	36	1131
Feb 2011	116	120	282	168	686	66	18	770
March 2011	134	99	287	182	701	40	15	757
3 months (2011)	433	395	942	603	2373	216	69	2658
Jan 2010	232	191	233	218	874	182	75	1131
Feb 2010	104	80	203	151	538	161	79	778
March 2010	118	109	283	136	646	74	35	755
3 months (2010)	454	380	719	505	2058	417	189	2664

Note: The 3-month window for choice applications has shifted over time, so periods are not identical from year to year.

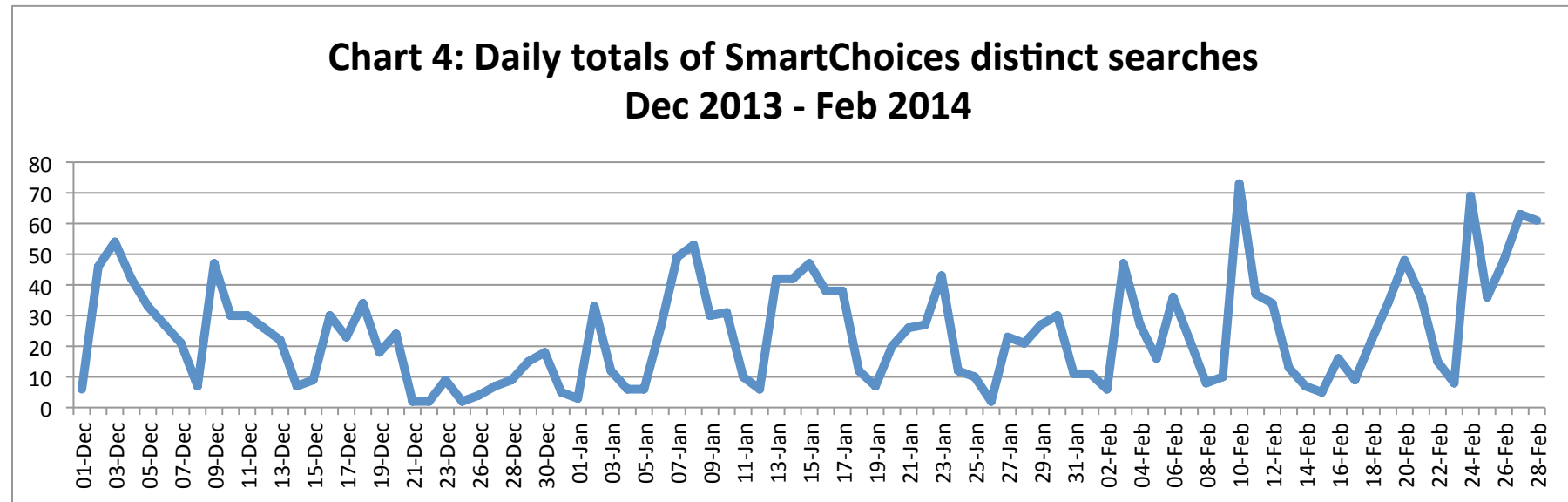
Table 2: Percent of zone, Hartford-only distinct searches, 2013-14 (vs. comparable years)

Period	HPS zone 1	zone 2	zone 3	zone 4	Hartford subtotal
Dec 2013	16%	22%	38%	25%	100%
Jan 2014	24%	21%	31%	24%	100%
Feb 2014	19%	22%	34%	25%	100%
3 months (2013-14)	20%	22%	34%	25%	100%
3 months (2012-13)	20%	20%	31%	29%	100%
3 months (2011-12)	16%	13%	38%	33%	100%
3 months (2011)	18%	17%	40%	25%	100%
3 months (2010)	22%	18%	35%	25%	100%

Table 3: Grade Level of Distinct Searches, by general location, 2013-14 (vs. comparable years)

Grade searched	HPS zone 1	zone 2	zone 3	zone 4	Hartford subtotal	Suburban towns	Outside area	TOTAL	2013-2014	2012-2013	2011-2012	2011 cycle	2010 cycle
PreK 3	30	21	52	38	141	75	30	246	11%	4%	4%	6%	8%
PreK 4	13	14	37	36	100	41	20	161	7%	5%	7%	4%	5%
K	48	56	126	81	311	62	40	413	19%	18%	18%	22%	18%
1st Grade	32	31	48	29	140	32	14	186	9%	9%	13%	6%	8%
2nd Grade	25	31	39	21	116	18	12	146	7%	9%	8%	5%	5%
3rd Grade	18	14	22	21	75	9	11	95	4%	6%	5%	6%	5%
4th Grade	17	17	22	18	74	10	9	93	4%	7%	5%	6%	5%
5th Grade	12	18	9	28	67	10	8	85	4%	7%	5%	8%	7%
6th Grade	15	21	40	25	101	25	28	154	7%	6%	7%	8%	7%
7th Grade	15	16	28	19	78	22	15	115	5%	6%	6%	7%	5%
8th Grade	9	13	20	22	64	9	13	86	4%	5%	5%	5%	4%
9th Grade	49	49	59	31	188	28	28	244	11%	8%	11%	10%	13%
10th Grade	17	25	17	10	69	8	6	83	4%	3%	2%	3%	5%
11th Grade	4	14	8	4	30	8	4	42	2%	2%	2%	3%	3%
12th Grade	5	3	5	4	17	2	1	20	1%	4%	1%	1%	2%
Grand Total	309	343	532	387	1571	359	239	2169	100%	100%	100%	100%	100%

**Chart 4: Daily totals of SmartChoices distinct searches
Dec 2013 - Feb 2014**



Part B: Visitor data from Google Analytics logs

Note: Google defines "Visits" as the number of sessions on a website over a specific time period.

Google defines "Unique visitors" as the number of unduplicated visitors to a website over a specific time period, measured by a "cookie" (a piece of code) that Google inserts into the user's browser and tracks during each visit.

SmartChoices designates a new UserID to each user who begins a search with a fresh browser.

But Google's "Unique visitors" also includes web visitors from outside our region, regardless of any search.

Table 5: Google "unique visitors" over 3-month periods

3-month period	Unique Visitors	Average time on site
2013-14	2,224	1:32
2012-13	1,362	1:10

In 2013-14, Google located the majority of users in the Hartford region (with 70-80 views from Boston, Nev

Note: data not directly comparable with prior years due to site restructuring in summer 2012

Table 6: All Web Traffic to SmartChoices, by source, Dec 2013-Feb 2014 (vs. last year)

Sources	Pct all visits (2013-14)	Pct all visits (2012-13)
direct web address	32%	42%
HartfordSchools.org	23%	5%
CREC	12%	0%
SmartChoices redirect	11%	10%
RSCO (choiceeducation)	10%	0%
Google search	5%	20%
Trinity server redirect	2%	12%
Bing search	2%	1%
AchieveHartford.org	1%	1%
CTMirror.org	0%	2%
all others	2%	7%