

## SmartChoices Year 3 website user statistics, January-March 2011 Jack Dougherty, Trinity College, 4/11/11

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 same street address).

**Table 1: General locations of distinct searches on SmartChoices, by month (vs. previous year)**

Month	HPS zone 1	zone 2	zone 3	zone 4	Hartford subtotal	Suburban towns	Outside area	TOTAL
January 2011	183	176	373	253	985	110	36	1131
February 2011	116	120	282	168	686	66	18	770
March 2011	134	99	287	182	701	40	15	757
<b>Jan-March 2011</b>	<b>433</b>	<b>395</b>	<b>942</b>	<b>603</b>	<b>2372</b>	<b>216</b>	<b>69</b>	<b>2658</b>
January 2010	232	191	233	218	874	182	75	1131
February 2010	104	80	203	151	538	161	79	778
March 2010	118	109	283	136	646	74	35	755
<b>Jan-March 2010</b>	<b>454</b>	<b>380</b>	<b>719</b>	<b>505</b>	<b>2058</b>	<b>417</b>	<b>189</b>	<b>2664</b>

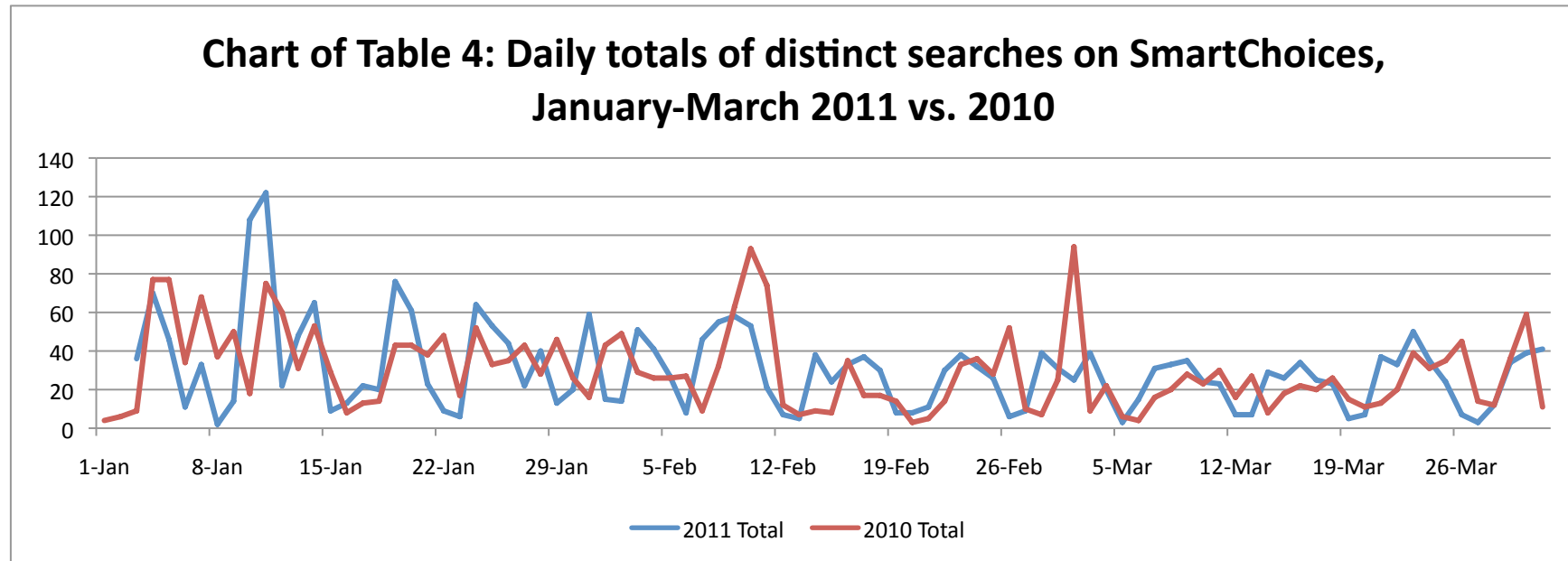
**Table 2: Percent of zone, Hartford-only distinct searches, by month (vs. previous year)**

Month	HPS zone 1	zone 2	zone 3	zone 4	Hartford subtotal
January 2011	19%	18%	38%	26%	100%
February 2011	17%	17%	41%	24%	100%
March 2011	19%	14%	41%	26%	100%
<b>Jan-March 2011</b>	<b>18%</b>	<b>17%</b>	<b>40%</b>	<b>25%</b>	<b>100%</b>
January 2010	27%	22%	27%	25%	100%
February 2010	19%	15%	38%	28%	100%
March 2010	18%	17%	44%	21%	100%
<b>Jan-March 2010</b>	<b>22%</b>	<b>18%</b>	<b>35%</b>	<b>25%</b>	<b>100%</b>

**Table 3: Grade Level of Distinct Searches, by general location, Jan-March 2011 vs. 2010**

Grade searched	HPS zone 1	zone 2	zone 3	zone 4	Hartford subtotal	Suburban towns	Outside area	TOTAL	Pct 2011	Pct 2010
PreK 3	32	12	44	41	129	22	1	152	6%	8%
PreK 4	23	17	27	25	92	17	2	111	4%	5%
K	128	113	183	113	537	45	10	592	22%	18%
1st Grade	27	23	78	27	155	7	4	166	6%	8%
2nd Grade	15	19	54	29	117	5	2	124	5%	5%
3rd Grade	21	28	63	28	140	10	5	155	6%	5%
4th Grade	20	21	66	44	151	6	3	160	6%	5%
5th Grade	35	31	75	58	199	9	6	214	8%	7%
6th Grade	33	26	74	46	179	21	6	206	8%	7%
7th Grade	12	19	77	38	146	19	9	174	7%	5%
8th Grade	13	12	74	37	136	4	4	144	5%	4%
9th Grade	49	49	78	51	227	24	11	262	10%	13%
10th Grade	14	13	21	29	77	12	2	91	3%	5%
11th Grade	8	10	24	28	70	13	3	86	3%	3%
12th Grade	3	2	3	9	17	2	1	20	1%	2%
Grand Total	433	395	942	603	2373	216	69	2658	100%	100%

**Chart of Table 4: Daily totals of distinct searches on SmartChoices, January-March 2011 vs. 2010**



**Table 5: Number of times that SmartChoices users sorted data columns, Jan-March 2011**

Sorted Columns	Total	Percent
1 (default)	1527	65%
2 times	487	21%
3 times	177	8%
4 times	79	3%
5+ times	88	4%
Total	2358	100%

**Table 6: Data column selected most often, after initial assignment, Jan-March 2011**

Column selected	Frequency	Percent
Distance	660	50%
School Name	179	14%
Test Goal	172	13%
Racial Balance	163	12%
Test Gain	142	11%
Total	1316	100%

Note: Extracted one user who did 57 address searches, sorting by same column, during one session.

**Table 7: Top traffic sources to SmartChoices home page, according to Google Analytics, January-March 2011**

Source/Medium	Visits	Percent
(direct) / (none)	872	27%
hartfordschools.org / referral	516	16%
internet2.trincoll.edu / referral	504	16%
hpschoice.org / referral*	424	13%
google / organic	334	10%
npr.org/referral	84	3%
smartchoiceshartford.org / referral	76	2%
bing / organic	64	2%
notify.bluecoat.com / referral	58	2%
asatech.wikispaces.com / referral	35	1%
yahoo/organic	35	1%
achievehartford.org / referral	34	1%
conncan.org/referral	20	1%
others	147	5%
TOTAL	3183	100%

Note: "Visits" is a broader category than "searches."

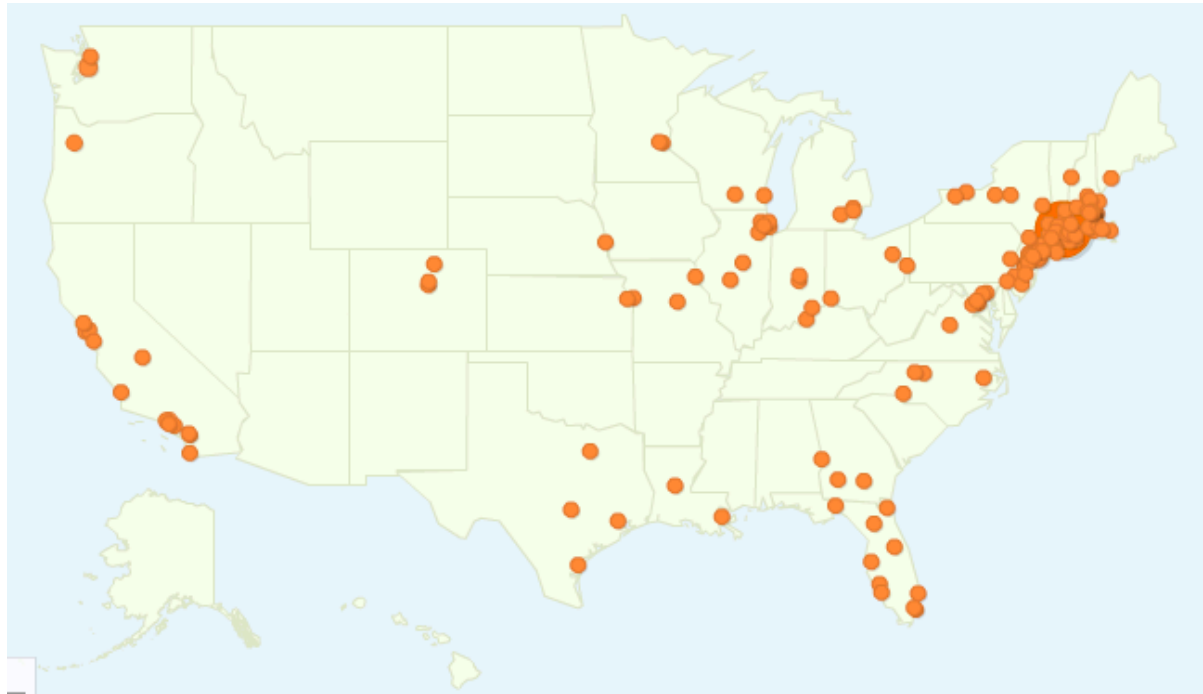
\*Note: From Jan 1st-20th, HPSChoice.org mistakenly directed users to the SmartChoices search engine page, so this figure is actually higher.

**Table 8: Visitors to SmartChoices home page, by city in US only, according to Google Analytics, January-March 2011**

Top Cities	Visits
Hartford, CT	1,161
Cromwell, CT	335
New York, NY	185
Los Angeles, CA	99
Seattle, WA	88
Boston, MA	82
San Francisco, CA	57
West Hartford, CT	56
Meriden, CT	53
New Haven, CT	51
Cambridge, MA	44
New Britain, CT	44

and many others

Note: "Visits" is a broader category than "searches."



**underlying data for Table 4: Daily totals of distinct searches on SmartChoices, January - March 2011 vs. 2010**

Date	2011 Total	2010 Total
1-Jan		4
2-Jan		6
3-Jan	36	9
4-Jan	70	77
5-Jan	46	77
6-Jan	11	34
7-Jan	33	68
8-Jan	2	37
9-Jan	14	50
10-Jan	108	18
11-Jan	122	75
12-Jan	22	60
13-Jan	48	31
14-Jan	65	53
15-Jan	9	29

16-Jan	13	8
17-Jan	22	13
18-Jan	20	14
19-Jan	76	43
20-Jan	61	43
21-Jan	23	38
22-Jan	9	48
23-Jan	6	17
24-Jan	64	52
25-Jan	53	33
26-Jan	44	35
27-Jan	22	43
28-Jan	40	28
29-Jan	13	46
30-Jan	20	26
31-Jan	59	16
1-Feb	15	43
2-Feb	14	49
3-Feb	51	29
4-Feb	41	26
5-Feb	27	26
6-Feb	8	27
7-Feb	46	9
8-Feb	55	32
9-Feb	58	63
10-Feb	53	93
11-Feb	21	74
12-Feb	7	12
13-Feb	5	7
14-Feb	38	9
15-Feb	24	8
16-Feb	33	35
17-Feb	37	17
18-Feb	30	17
19-Feb	8	14
20-Feb	8	3
21-Feb	11	5
22-Feb	30	14

23-Feb	38	33
24-Feb	32	36
25-Feb	26	28
26-Feb	6	52
27-Feb	9	10
28-Feb	39	7
1-Mar	31	25
2-Mar	25	94
3-Mar	39	9
4-Mar	20	22
5-Mar	3	6
6-Mar	15	4
7-Mar	31	16
8-Mar	33	20
9-Mar	35	28
10-Mar	24	23
11-Mar	23	30
12-Mar	7	16
13-Mar	7	27
14-Mar	29	8
15-Mar	26	18
16-Mar	34	22
17-Mar	25	20
18-Mar	23	26
19-Mar	5	15
20-Mar	7	11
21-Mar	37	13
22-Mar	33	20
23-Mar	50	39
24-Mar	35	31
25-Mar	24	35
26-Mar	7	45
27-Mar	3	14
28-Mar	12	12
29-Mar	34	36
30-Mar	39	59
31-Mar	41	11
Grand Total	2658	2664