

SmartChoices Year 4: Preliminary website user statistics, Dec 2011 - Feb 2012 Jack Dougherty, 3/4/12

*Note: User statistics are not directly comparable between year 4 (2011-12) and prior years due to earlier lottery deadlines.

Scheduled deadline	2010-11	2011-12
RSCO	Feb 4th	Jan 20th
HPS	March 31st (all)	Jan 31st (transitional), April 5th (non-transitional)

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 same street address).

Table 1: General locations of distinct searches on SmartChoices, Dec 2011-Feb 2012 (versus prior year)

Period	HPS zone 1	zone 2	zone 3	zone 4	Hartford subtotal	Suburban towns	Outside area	TOTAL
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

Table 2: Percent of zone, Hartford-only distinct searches, Dec 2011 - Feb 2012 (vs. prior year)

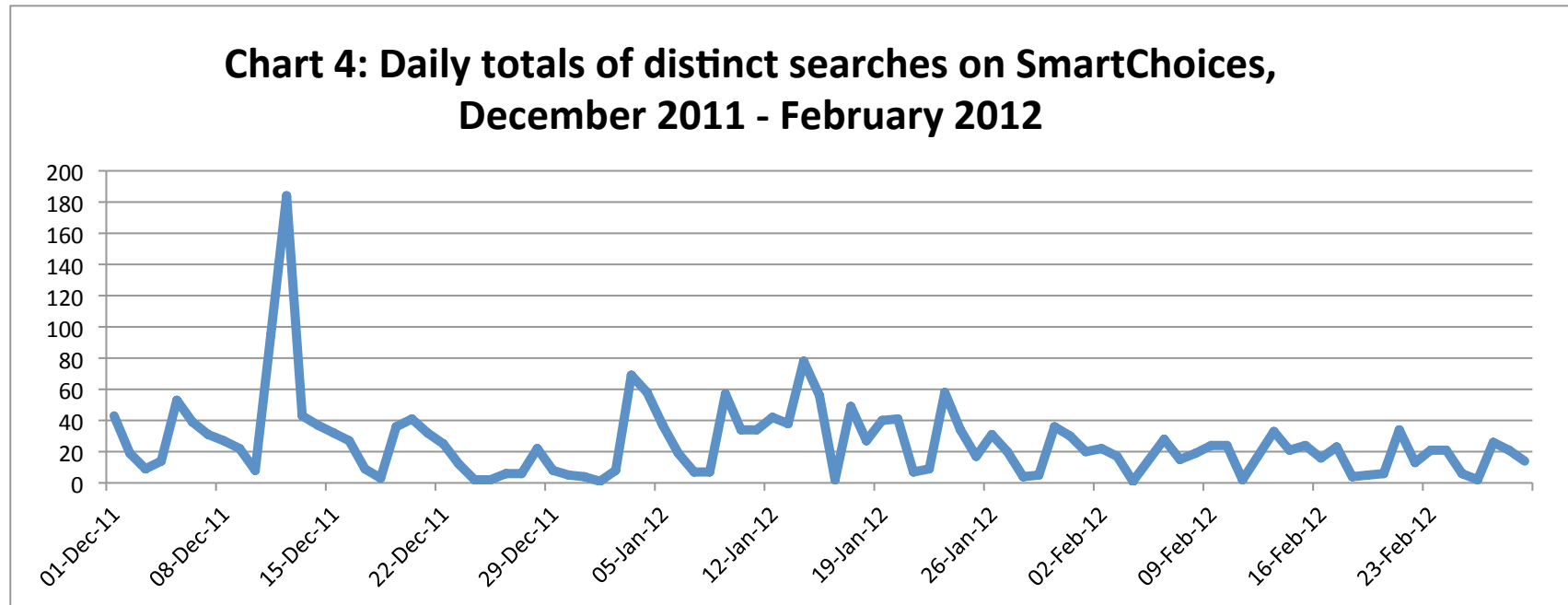
Period	HPS zone 1	zone 2	zone 3	zone 4	Hartford subtotal
3 months (2011-12)	16%	13%	38%	33%	100%
3 months (Jan-Mar 11)	18%	17%	40%	25%	100%

Note: Unable to reliably track SmartChoices sorting behavior due to high percentage of users who searched multiple addresses during one session, without closing or refreshing the browser. Most likely, these extended searches occur at parent workshops or are done by administrative users.

Table 3: Grade Level of Distinct Searches, by general location, Dec 2011 - Feb 2012 (vs. prior year)

Grade searched	HPS zone 1	zone 2	zone 3	zone 4	Hartford subtotal	Suburban towns	Outside area	TOTAL	Pct 11-12	Pct 2011
PreK 3	30	5	23	20	78	13	2	93	4%	6%
PreK 4	15	14	20	100	149	14	3	166	7%	4%
K	70	71	140	79	360	45	16	421	18%	22%
1st Grade	34	34	71	138	277	13	3	293	13%	6%
2nd Grade	20	25	55	86	186	7	3	196	8%	5%
3rd Grade	10	8	62	38	118	7	1	126	5%	6%
4th Grade	19	21	39	31	110	12	3	125	5%	6%
5th Grade	17	12	57	25	111	7	5	123	5%	8%
6th Grade	19	17	56	30	122	19	25	166	7%	8%
7th Grade	16	9	62	29	116	6	7	129	6%	7%
8th Grade	12	9	48	30	99	11	3	113	5%	5%
9th Grade	48	28	97	53	226	20	9	255	11%	10%
10th Grade	2	11	23	6	42	7	3	52	2%	3%
11th Grade	4	9	12	5	30	4	1	35	2%	3%
12th Grade	5	1	1	9	16	3	1	20	1%	1%
Grand Total	321	274	766	679	2040	188	85	2313	100%	100%

Chart 4: Daily totals of distinct searches on SmartChoices, December 2011 - February 2012



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.

"Unique visitors" is defined 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.

"Unique visitors" will differ from "distinct searches" when one computer is used to search multiple addresses.

See also different visitor statistics for the SmartChoices home page versus search page, which run on different servers.

While we encourage all users to begin at the home page to accept terms of our data collection for research, some external sites point users directly to the search page, which invalidates some of our visitor statistics.

Table 5: Different ways to calculate visits to SmartChoices, October 2011-February 2012

Category	Home page	Search page
Visits	2650	3533
Unique Visitors	1646	1988
Pageviews	3914	4145
Average time on site	1 min 48 sec	1 min 8 sec

*Since HPS sent users to search page, estimate over 2,000 total unique visitors.

**Chart 6: Daily Visits to SmartChoices Search Page,
October 2011 - February 2012**

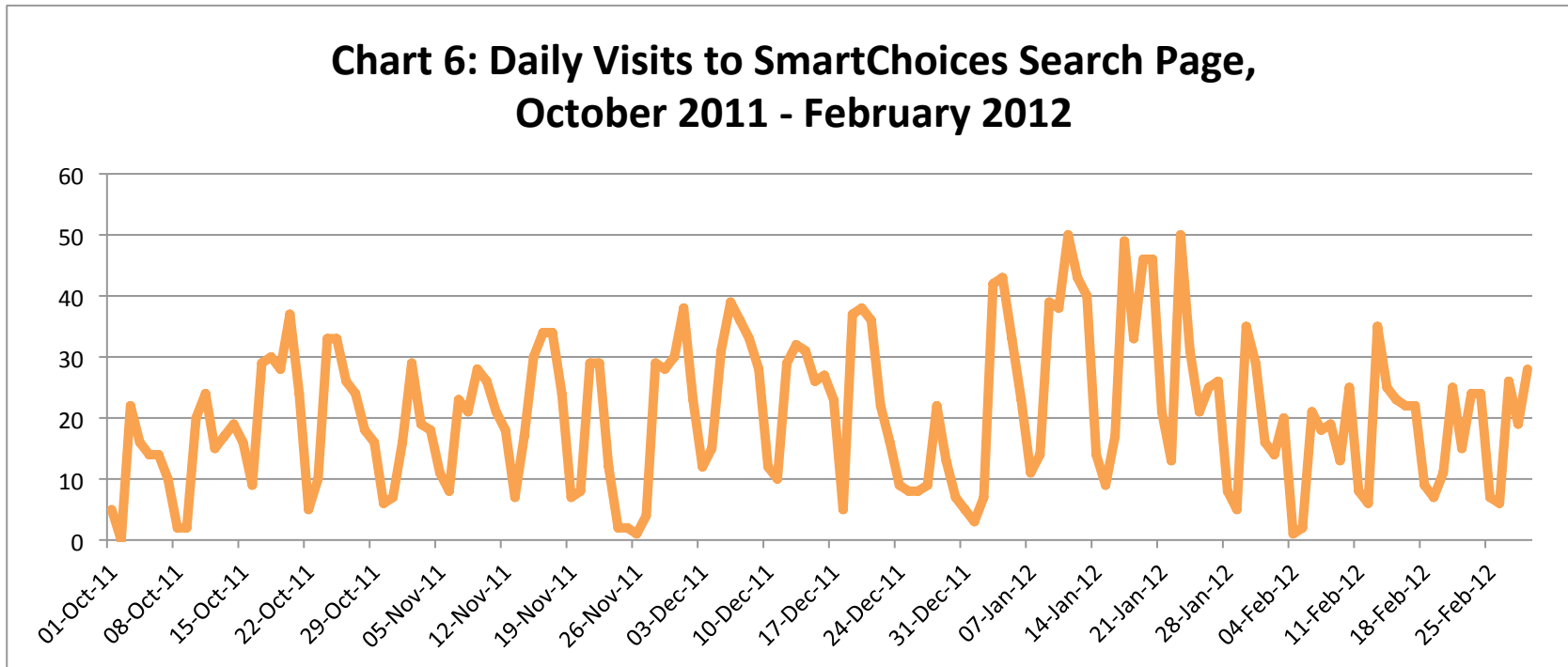


Table 7: Visitors to SmartChoices home page, by city in US only, Oct 2011 - Feb 2012

Top Cities	Visits
Hartford CT	1,512
New York NY	118
Oakville CT	91
West Hartford CT	52
Boston MA	49
Seattle WA	35
New Haven CT	33
Manchester CT	32
New Britain CT	30
Bloomfield CT	28

... and many others

Note: See definitions above
Location estimates by Google
are based on internet provider
and are not exact



Table 8: Top traffic sources to SmartChoices HOME page, Oct 2011 - Feb 2012

Source/Medium	Visits	Percent
hartfordschools.org referral	623	24%
google (organic search result)	587	22%
direct URL	439	17%
SmartChoices search page referral	387	15%
hpschoice.org referral	259	10%
conncan.org referral	60	2%
bing (organic search result)	56	2%
npr.org referral	47	2%

Table 9: Top traffic sources to SmartChoices SEARCH page, Oct 2011 - Feb 2012

Source/Medium	Visits	Percent
direct	961	27%
hpschoice.org	904	25%
hartfordschools.org	899	25%
smartchoices.trincoll.edu	727	20%
hpstrans.webs.com	21	1%

*requested to point users to home page

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