

SmartChoices Year 5: Website user statistics, Nov 2012 - Jan 2013

Data report by Jack Dougherty, Trinity College, Hartford CT, February 14, 2013

Highlights:

- The total number of distinct searches conducted during this year's 3-month application window (Nov 2012-Jan 2013) was 2,773, which marks a 20% jump up from last year (2,313), but only 4% growth over levels seen in prior years (about 2,660 in both 2010 and 2011). January 2013 had the highest number of distinct searches (1,196) for any month in recent years.
- This year, about 40% of searches were conducted for Hartford's North End (zones 1+2) versus 60% for the South End (zones 3+4), which is a slight increase to the North over the past two years, but the same as 2010. The percentage of searches conducted for suburban addresses has steadily declined from 16% in 2010 to 7% in 2012-13.
- This year, most searches were conducted for Kindergarten (18%), with a noticeable decline for 9th grade (from 13% in 2010 down to 8% this year). Despite adding a new PreK search feature in summer 2012, the percentage of PreK searches declined relative to prior years.
- This year, the average web visitor stayed on the SmartChoices site for just over 1 minute. Most visitors came directly to the site by typing in the web address, or clicking an email link or browser bookmark (42%), while others found it via a Google search (20%). Only 5% of the web traffic came from the HPS site, and 1% from Achieve Hartford site. Despite adding FaceBook and Twitter sharing links to the site, only 1 user came to the site via FaceBook during this year's 3-month window, and none via Twitter.

* Read more about SmartChoices design and research, including a chapter in Orfield and Frankenberg's 2013 book, 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 same street address).

Table 1: General locations of distinct searches on SmartChoices, Nov 2012-Jan 2013 (versus prior years)

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

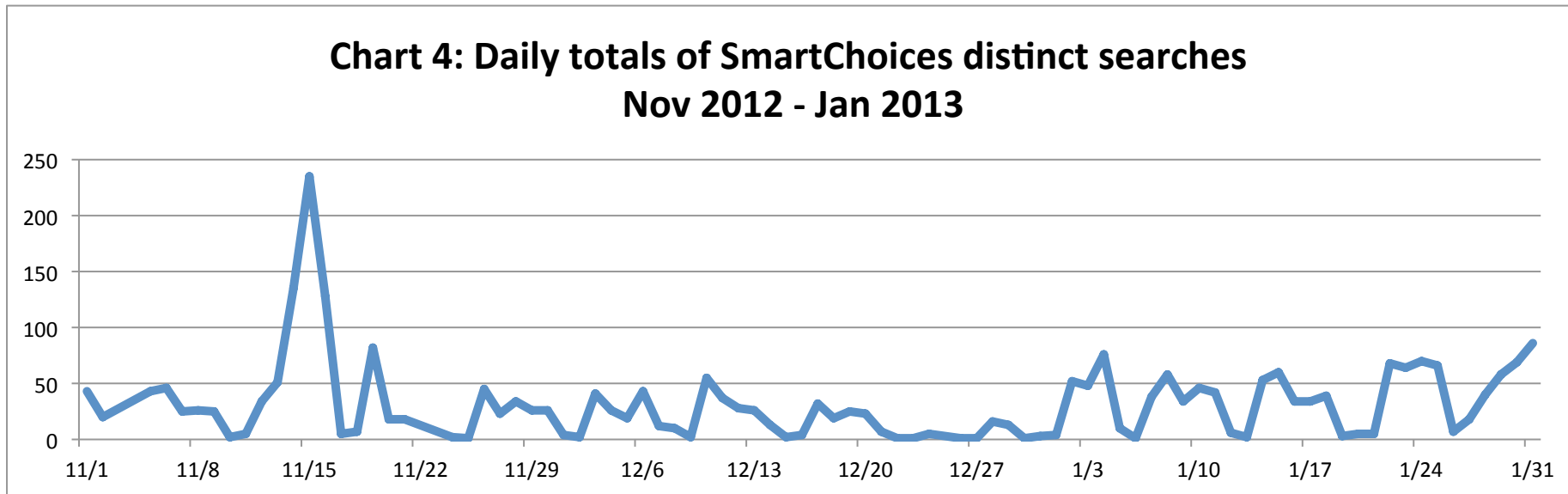
Table 2: Percent of zone, Hartford-only distinct searches, 2012-13 (vs. comparable years)

Period	HPS zone 1	zone 2	zone 3	zone 4	Hartford subtotal
Nov 2012	19%	19%	31%	31%	100%
Dec 2012	17%	20%	36%	27%	100%
Jan 2013	21%	22%	30%	27%	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, 2012-13 (vs. comparable years)

Grade searched	HPS zone 1	zone 2	zone 3	zone 4	Hartford subtotal	Suburban towns	Outside area	TOTAL	2012-2013	2011-2012	2011 period	2010 period
PreK 3	18	12	24	23	77	21	9	107	4%	4%	6%	8%
PreK 4	32	16	30	36	126	13	4	131	5%	7%	4%	5%
K	87	82	133	138	486	34	21	495	18%	18%	22%	18%
1st Grade	47	42	82	59	367	9	9	248	9%	13%	6%	8%
2nd Grade	46	53	67	58	329	8	6	238	9%	8%	5%	5%
3rd Grade	28	42	47	48	260	9	4	178	6%	5%	6%	5%
4th Grade	30	31	65	49	239	11	9	195	7%	5%	6%	5%
5th Grade	33	40	59	51	256	18	5	206	7%	5%	8%	7%
6th Grade	22	35	55	45	251	17	5	179	6%	7%	8%	7%
7th Grade	25	28	55	46	230	7	7	168	6%	6%	7%	5%
8th Grade	22	27	39	38	199	6	13	145	5%	5%	5%	4%
9th Grade	37	31	52	55	229	26	15	216	8%	11%	10%	13%
10th Grade	20	15	30	23	126	1	3	92	3%	2%	3%	5%
11th Grade	10	9	15	18	80	3	2	57	2%	2%	3%	3%
12th Grade	26	39	22	17	119	8	6	118	4%	1%	1%	2%
Grand Total	483	502	775	704	2551	191	118	2773	100%	100%	100%	100%

**Chart 4: Daily totals of SmartChoices distinct searches
Nov 2012 - Jan 2013**



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" Nov 2012-Jan 2013

3 months (2012-2013)	1,362	average duration, 1:10 minutes with vast majority from Hartford CT
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Note: data not directly comparable with prior years due to site restructuring in summer 2012

Table 6: All Web Traffic to SmartChoices, by source, Nov 2012 - Jan 2013

Sources	Pct all visits (2012-13)
direct web address	42%
Google search	20%
Trinity server redirect	12%
SmartChoices redirect	10%
HartfordSchools.org	5%
CTMirror.org	2%
Bing search	1%
AchieveHartford.org	1%
all others	7%