

Future of Children Website Access: January 2010 through December 2010

I. Site Visitors

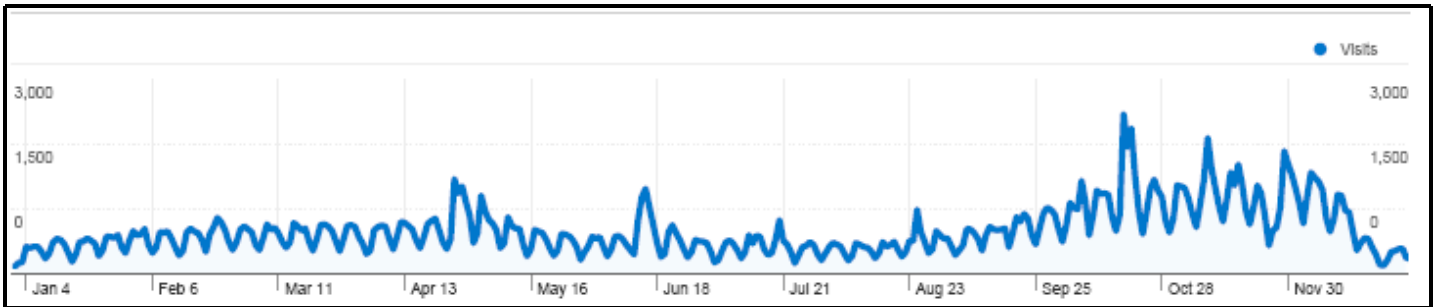


Figure 1A: Total views by day January through December 2010

Figure 1A shows total views by day and Figure 1B by week from January 1 through December 31, 2010. In keeping with the norm, total views increase around the publication of a volume of the journal. *Transitions to Adulthood* was released in early April, and *Fragile Families* was released in October 2010. Site visits spike around the time of the release and continue at a fairly high rate, depending on press hits and website activity. Figure 1-C shows the number of new visitors compared to all visitors for the same time period.

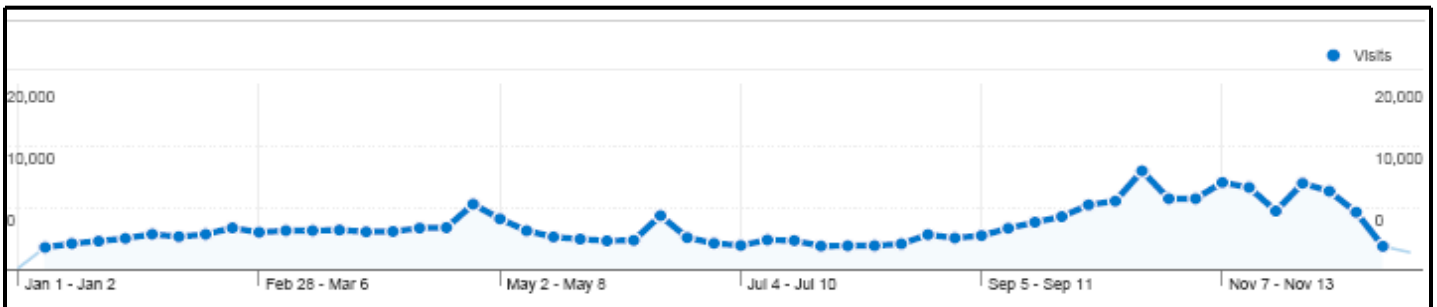


Figure 1B: Total views by week January through December 2010

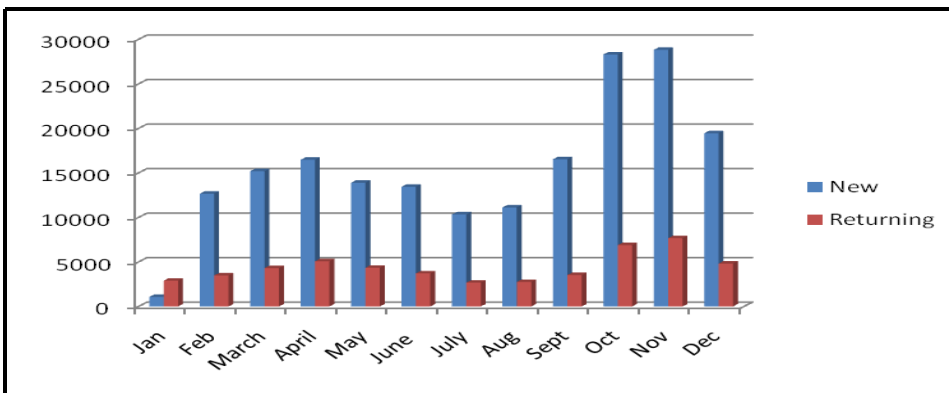


Figure 1C: New and Returning Visitors by month from January through December 2010

II. Page Views

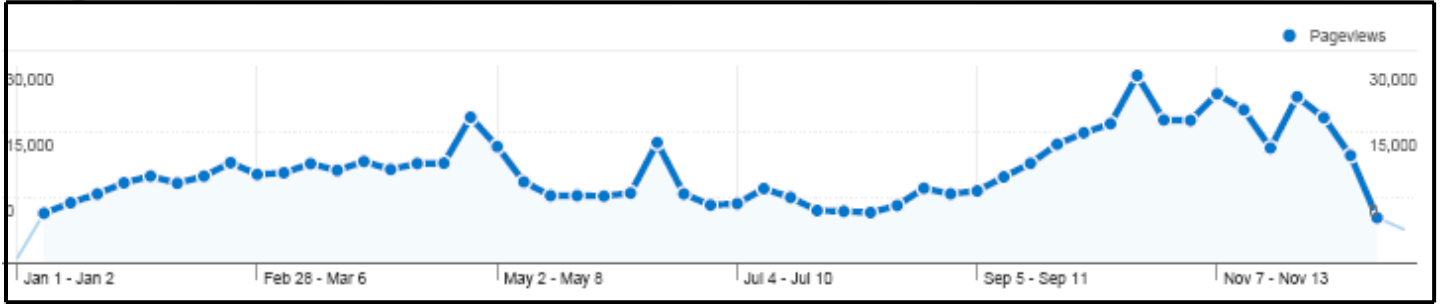


Figure II-A: Quantity of pages viewed by week from January through December 2010.

The quantity of pages viewed by week, Figure II-A, reinforces the increased web usage around the time of a journal being published. The home page was the page with the most views, as seen in Figure II-B. It is followed by the Publications landing page and then the Fragile Families Journal, which was the journal published in October and then Transitions to Adulthood, which was the journal published in April.

Page	Page Views	Unique Page Views	Avg. Time on Page	Bounce Rate
Home Page	79,062	61,524	0:01:01	37.89%
Publications/Journals Main Page	47,290	28,707	0:00:38	33.39%
Fragile Families Journal	16,530	10,517	00:01:45	56.05%
Transition to Adulthood Journal	16,319	11,766	00:01:46	66.64%
Preventing Child Maltreatment Journal	15,961	10,973	00:01:40	62.59%
Journals Archive	12,978	10,002	00:01:06	54.08%
Search	12,399	10,464	00:00:20	14.08%
About Future of Children	7,409	8,697	00:00:37	26.59%

Figure II-B: Most popular pages viewed by visitors, and supplementary data on these pages. January through December 2010.

Figure II-C offers a pattern of page views (orange, right-hand y-axis) and time spent on the site (blue, left-hand y-axis). While the number of page views fluctuates with the increase in mid-September through early December, the time spent on the site remains relatively steady. Figure II-D shows that the average number of pages viewed per visit is over 3 consistently.

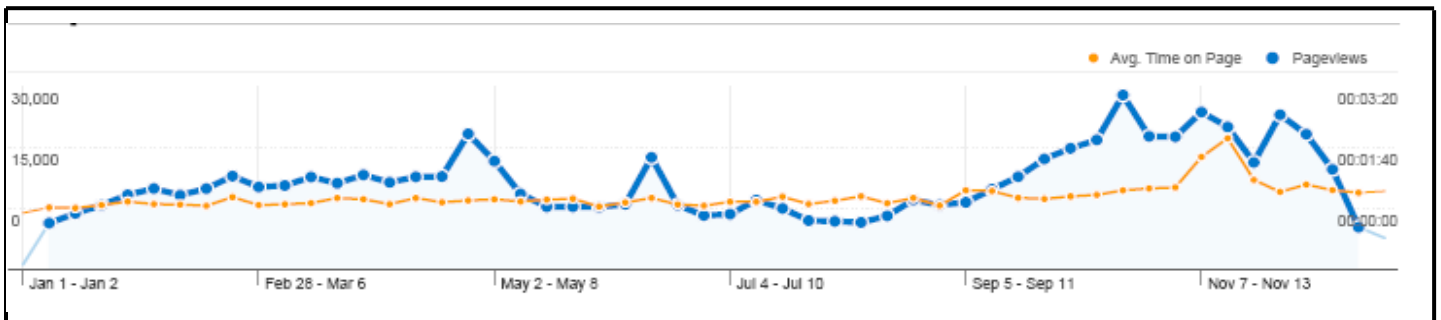


Figure II-C: Total page views and average time spent on site by week, January through December 2010.

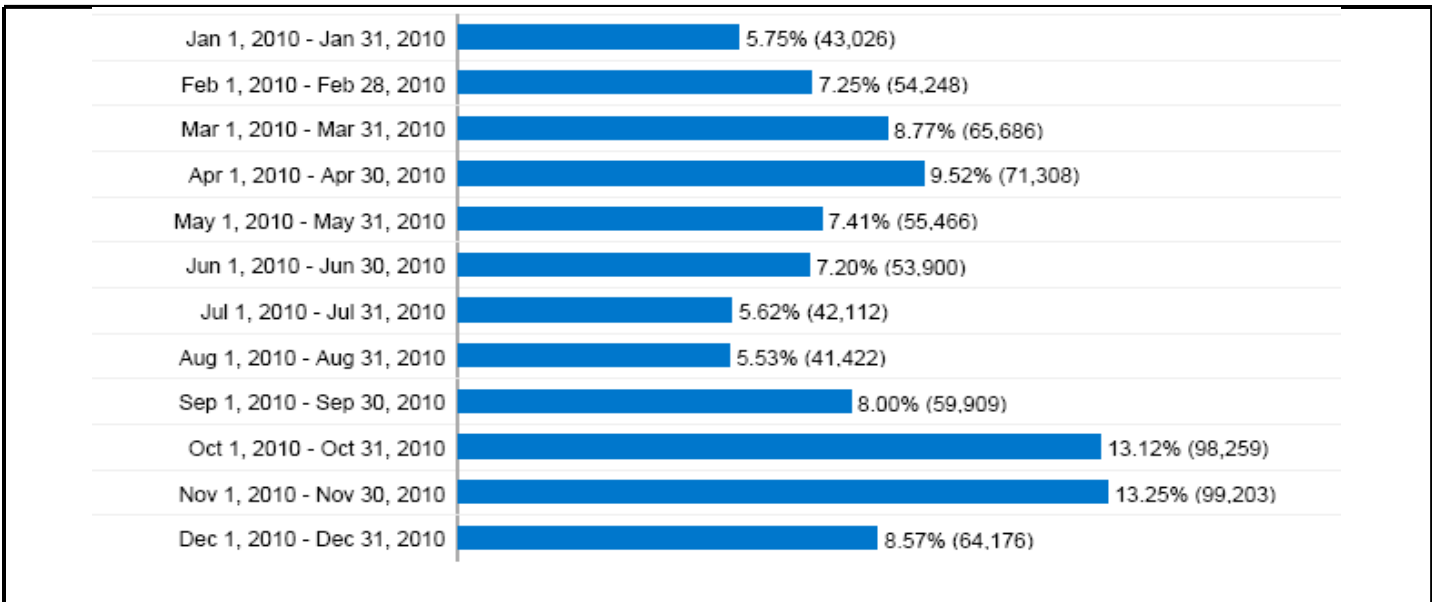


Figure II-D: Average page views for visitors by month from January through December 2010.

III. Traffic and Visitor Types

Visitors to the Future of Children website arrive through a variety of means. Figure III-A shows sources of traffic for January through December 2010. More than half of visitors arrive on the FOC site through the use of search engines. Direct traffic and referring sites are only separated by about 4%. While direct traffic remains fairly steady through the months, there is a brief spike in referring sites in October, which would be consistent with the fact that we send emails to organizations who post a link to the FOC website around the time that a journal is released.

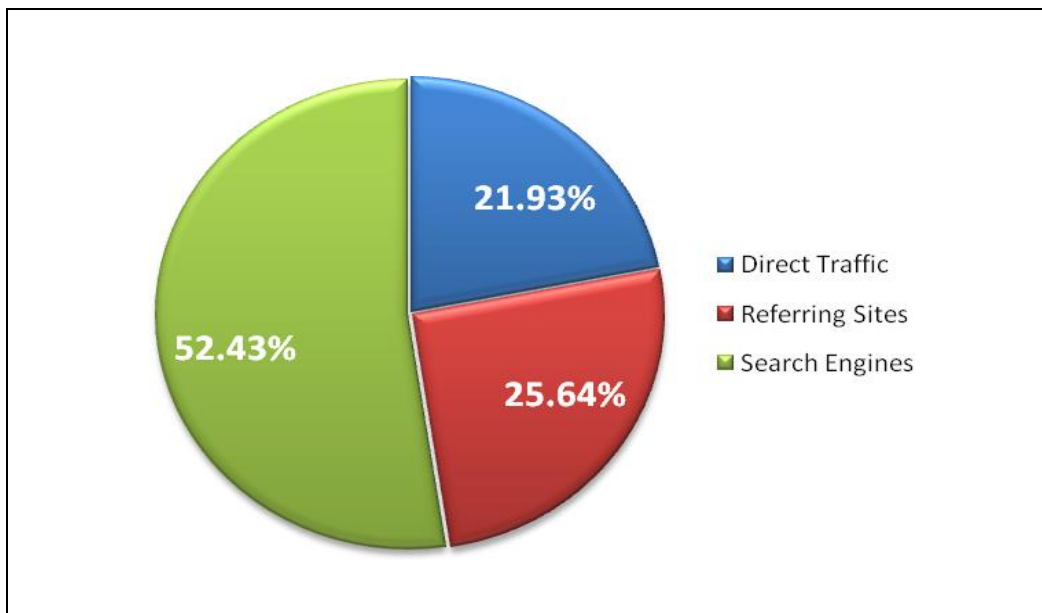


Figure III-A: Sources of visitor traffic, January through December 2010.

Figure III-C show common keywords used to locate the FOC website. By far, our title is used to find us more frequently than any other term. This suggests that people are aware of our journal before they begin their search. Figure III-D lists the top sites that referred visitors to the FOC web site.

Keyword	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
future of children	4,710	4.80	00:03:59	53.23%	24.29%
the future of children	4,005	4.91	00:03:47	67.57%	26.17%
futureofchildren.org	810	5.14	00:04:22	58.02%	24.69%
future of children journal	734	4.27	00:03:11	58.04%	23.98%
the future of children journal	709	5.36	00:04:18	72.07%	22.99%
media exposure in african-american races	581	1.00	00:00:00	0.00%	100.00%
www.futureofchildren.org	575	5.08	00:04:29	70.96%	22.26%
princeton university	490	2.40	00:01:28	63.67%	67.35%
children are the future	377	1.73	00:00:55	95.49%	70.56%
childhood obesity	261	2.17	00:01:11	90.42%	68.58%

Figure III-C: Top keywords that directed visitors to FOC site, January through December 2010.

Source	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
futureofchildren.org	6,455	4.55	00:04:38	75.32%	39.04%
nytimes.com	4,007	2.63	00:02:31	80.06%	59.42%
childwelfare.gov	1,875	2.88	00:02:32	87.25%	55.25%
socserv2.mcmaster.ca	1,509	7.06	00:07:52	53.81%	14.84%
blogs.princeton.edu	1,405	3.72	00:03:28	73.10%	44.63%
google.com	1,368	2.46	00:02:20	83.70%	62.72%
brookings.edu	1,239	3.97	00:03:50	72.72%	37.69%
med.umich.edu	1,116	2.31	00:02:45	80.02%	71.59%
facebook.com	873	2.12	00:02:05	77.78%	69.53%
crcw.princeton.edu	742	4.46	00:03:59	45.55%	39.35%

Figure III-D: Top sites that referred visitors to the FOC site, January through December 2010.

IV. Geographic Distribution

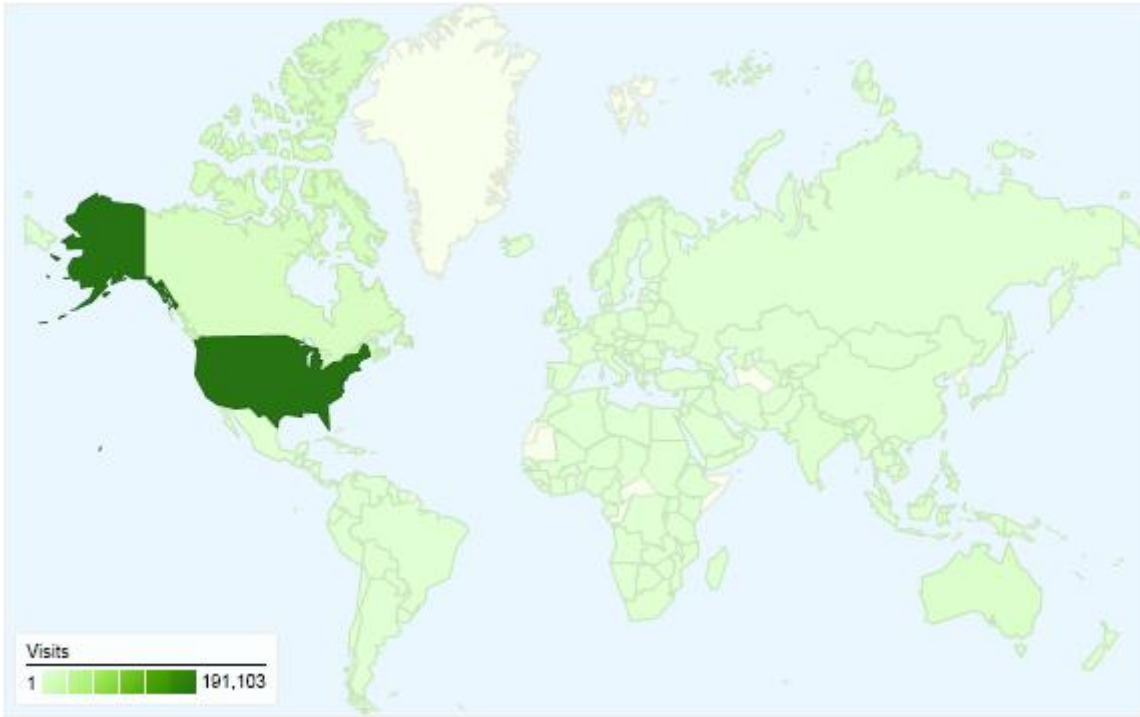


Figure IV-A: Countries of origin for visits, January through December 2010.

The vast majority of visits came from the United States as seen in Figure IV-A and IV-B. Canada, the UK, and Australia follow. Most people who access the site access it in English, though there are a significant number of people who view the site in German, Korean, French, Dutch, Chinese and Spanish. This can be seen in Figure IV-C. All of the top 10 languages accessing the site viewed an average of more than 2.5 pages per visit, but less than 3.5.

Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United States	191,103	3.08	00:02:51	77.53%	54.93%
Canada	9,658	2.86	00:02:20	80.89%	56.25%
United Kingdom	8,878	2.67	00:02:07	86.38%	57.25%
Australia	4,806	2.84	00:02:28	84.81%	54.56%
India	2,924	2.61	00:02:08	89.53%	65.46%
Philippines	2,345	2.46	00:02:33	90.45%	64.31%
Malaysia	1,430	2.54	00:03:09	81.96%	61.19%
Germany	1,204	2.89	00:02:22	85.22%	59.97%
Singapore	1,183	2.84	00:02:57	77.51%	59.68%

Figure IV-B: The top 9 countries from which visitors reached the FOC site, January through December 2010.

Language	Number of Visits	Pages/ Visit	Average Time
English (US)	227,392	3.04	02:41
English (Caribbean)	3,915	2.38	09:13
English (GB)	3,691	2.52	02:21
German	1,252	2.77	02:55
Chinese	1,224	2.92	02:18
Spanish	987	3.32	03:08
French	986	2.86	02:05
Korean	774	2.89	01:55
Dutch	770	3.24	02:24
Chinese (Taiwan)	734	2.83	02:22

Figure IV-C: The ten most common languages in which the FOC site was accessed, January through December 2010.