

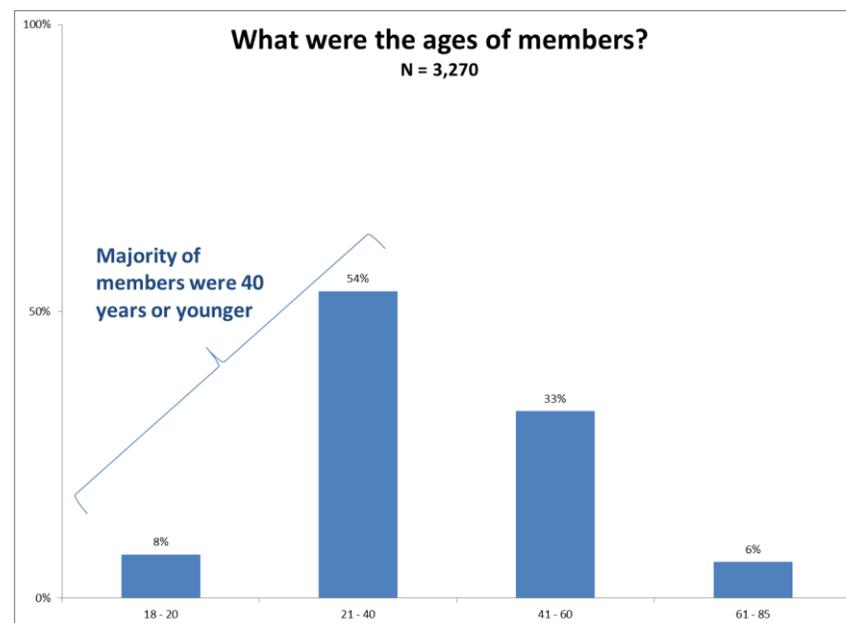
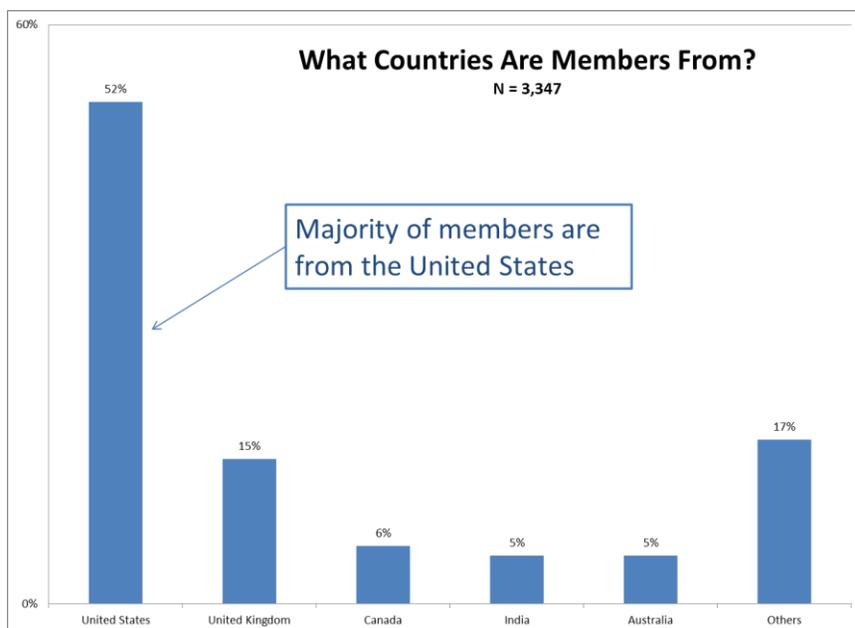
A Report Examining the Performance of the Web of Loneliness Online Support Group

**Report compiled and written by
Sean Seepersad, PhD
President and CEO, Web of Loneliness Institute
sean.seepersad@webofloneliness.org
(860) 578-4922**

This is a short report outlining the enrollment and visit performance of the Web of Loneliness Online Support Group. The report is based on two sets of data: membership data that was extracted directly from the website as well as data obtained from Google Analytics.

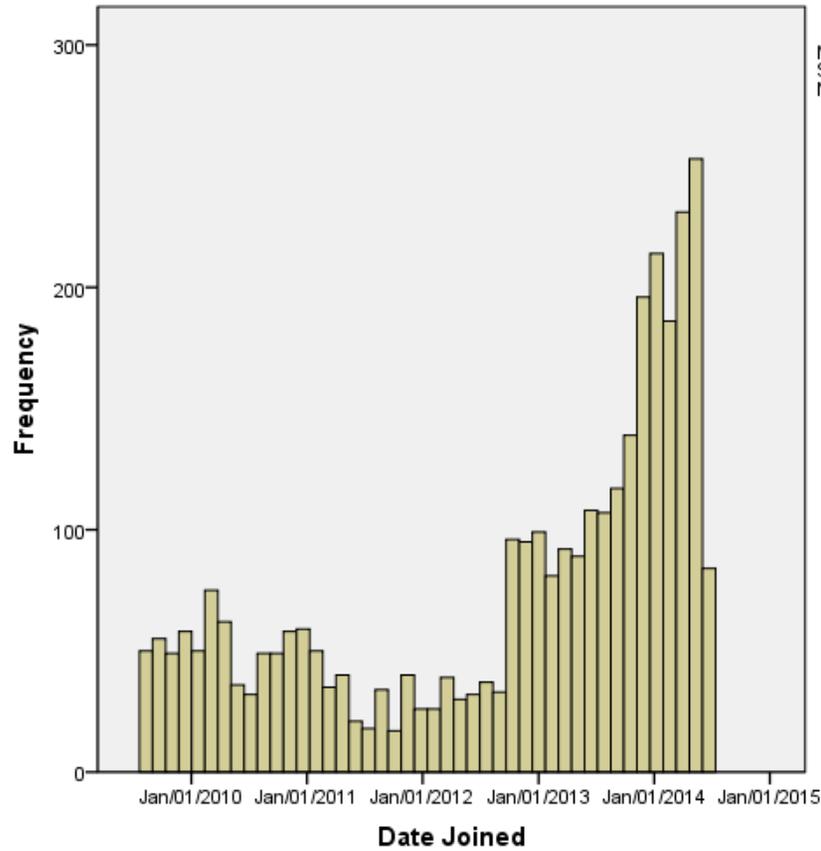
Membership Data

Membership data was extracted on June 15, 2014. On that date there were 3,347 members enrolled. There were slightly more females (55%) than males (45%) and the majority of individuals were from the US (52%), followed by UK (15%), Canada (6%), India (5%), and Australia (5%). The mean average age was 37, however, it was heavily skewed towards the 18-40 range and the mode average was 21 (the most frequent age anyone reported was 21).

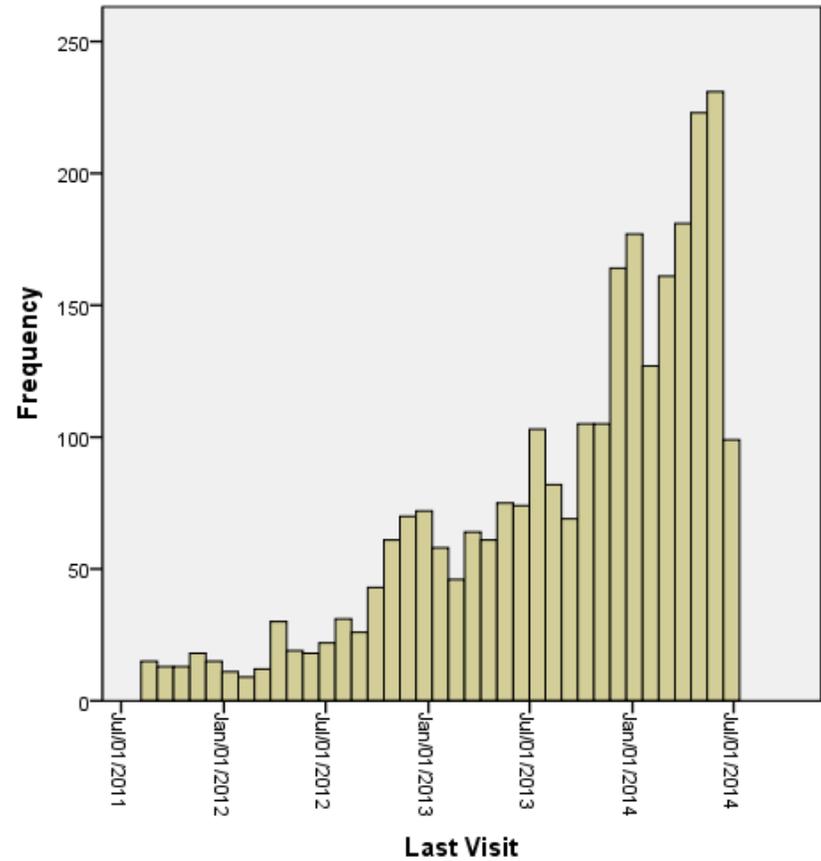


The charts below are histograms of when how many members joined and the number of members who visited the site by date. Both charts show that over time, there has been an increase in the number of members who have joined the site as well as the number of members that are visiting the site.

Number of Members Who Joined the Site by Date



Number of Members Who Last Visited The Site by Date



Of those that were enrolled, only 2,703 have an actual date when they last visited the website. The others were missing a date for their last visit. Of that number 1,113 (41%) of them only visited the site once when they joined and then never returned.



Within the last four months (between March 1, 2014 and June 15, 2014) 831 members visited the site, with 626 (75%) being new sign-ups. That means that 205 members who visited within the last four months have been there for at least 4 months. Of that number, 149 (24% of total members who visited) have been there at least 6 months, and 81 (10% of total members that visited) have been there for longer than a year.

Google Analytics Data

Additional data was extracted from Google Analytics for the period March 1, 2014 till June 15. In total, there are 17,457 page visits (about a third of them new visits) from 5,778 unique visitors. As with the previous data above, the majority were from the US (42%), followed by Canada (1%), UK (1%), and Australia (0.6%). Also, 13% of visitors were using either a mobile phone or tablet to access the site.

Based on the previous data, we know that only 831 visitors are actually members who visited the site. The remaining amount (4,947) could be a mixture of the following possibilities: people that found the site (through a web search or a direct link) but decided not to become a member, bots that were crawling the web and came across the site, as well as duplications (some of the count isn't actually unique visitors). Note that only members can see anything beyond the front page. Non-members will be asked to join if they wanted to see anything past the front page (for example, read a discussion forum or blog or view someone's profile). Members viewed an average of 5 pages at each visit and spent an average of 8 minutes on the site (there are of course huge variations in this average number). The site tends to be generally active after 2pm every day of the week, most active Saturday evenings between 7pm and 12 midnight (all times are Eastern Standard Time). There are also denser periods of activity Wednesday and Thursday evenings after 4pm and Friday after 8pm till about 2am Saturday morning.

Some preliminary conclusions based on the data

1. We can probably expect that 60% of people that sign up will return at least once again. We are currently losing about 40% of all people that sign up.
2. Of those that sign-up, the majority are from the US, and 83% of new members are from either the US, UK, Canada, India, or Australia.
3. There appears to be about a 17% participation rate of members, participation rate being defined as those members who sign-in more than once and have signed in within the last 4 months.
4. A little less than half of those participating members are members who have been there longer than 4 months. The participation rates of longer standing members are: 3% (for members over a year) and 6% (for members that are six months).
5. It is unclear for those that sign on recently, their actual level of participation, that is, how frequently they post content.
6. Members tend to more likely be on during the evening times and especially on the weekend.
7. As with the low participation rate of members, there appears to a significant number of people (around 86% of all unique visitors) who view the site but never enroll.