

## 2016 05 15 BikeBrampton Web trends Report by Kevin Montgomery

Here is a summary of BikeBrampton web trends I've noticed between March and April this year. I'm going to break up the categories by channel, and discuss the demographics of each channel separately.

### **Website**

March and April saw increased numbers in all categories: Sessions, Unique Users, Total Page Views, Average Session Duration.

The Bounce Rate (the rate that people leave the site after visiting only a single page) decreased by 12%, which is also a great metric.

Overall, this means that more people were spending more time on the website.

The pages people spent the most time on were Events pages, no surprises there I'm sure. The top events pages were the Community Rides, and Bike the Creek, and remained so on average for the first 3 clicks for most people that visited the site.

### **Facebook**

Posts about funding announcements and events did well, as usual. The Brampton Guardian article on the Etobicoke Creek expansion had a reach of 3.5 to 1, which means that on average, every share reached 3 additional eyeballs. This article also had the highest number of likes and comments.

The Save The Date post for the May 15 Community Ride had very similar results to the previously mentioned funding announcement article, and was the most popular event related post.

Here's what surprised me: Polly's post on the fun bike-kite knocked engagement out of the park. A reach of about 8.5 to 1! Her "fun" post was a hit. I definitely recommend more like that. :)

### **Twitter**

On Twitter, I was surprised to see that posts regarding the funding announcement are nowhere to be seen in the top results. However, the post promoting the May 15 ride is -- It's the top one.

The second and third posts on Twitter are regarding supporting a Cycle Track on The Gore Rd. and how *cycling infrastructure shortfall is hitting women hardest* respectively.

I'll pay closer attention in the coming months for Twitter and Facebook patterns. I'm curious as to why Brampton related news seemed to do well on Facebook but not Twitter, and "conceptual" or "ideological" posts do better on Twitter than Facebook.

## **Email**

Our email stats are very healthy.

The March email was sent to 102 people, and the April email to 113, an almost 11% growth in list size.

Before I continue with open/click/unsubscribe stats, I feel I should share some benchmarks recorded by MailChimp in May.

### **Non-Profit**

Open: 25.2%

Click: 2.84%

Unsubscribe: 0.19%

Okay, get ready for BikeBrampton results:

### **March**

Open: 30.4%

Click: 31.4%

Unsubscribe: 0%

### **April**

Open: 33.6%

Click: 24.8%

Unsubscribe: 0%

The March Click Rate suggests people were clicking through their email more than once. This was the issue that featured the funding announcement.

Even though April saw a slight decline in Click rates, it's still well above the expectations for a non-profit organization.

## **Demographics**

I wanted to separate this category because there are a few trends I want to mention separately. I'm also going to include an anecdotal observation from the Strava BikeBrampton Club that I started to encourage people to log cycling trips.

I'm continuing to track women's activities as the benchmark for our online success, given that it's now well known that prosperous cycling cultures happen where women feel comfortable to ride in less risky environments.

## **Male/Female**

The distribution of women to men was consistent across all channels -- about 45%. In fact, the number of women visiting the website grew between March and April from 40% to 45%.

## **Age**

The age distribution for women is interesting. The ages 25-54 represent about 66% of women visiting the site. There's a slight drop in ages 55-64, and significant drops in ages 18-24 and 65+.

What was interesting is that the 18-24 category had absolutely no hits on the website until mid-April, then suddenly this category represented 8% of women visiting the site. I've been trying to work at finding where to best promote to this age group and am not having much luck. I'll keep working at it.

## **Strava Observations**

I've started a Strava "Club" for BikeBrampton, which is now feeding information to a weekly mileage widget on the website. Ultimately, I have a goal of creating a Strava app that'll let us deep-dive into aggregate history for all trips in Brampton to create cool infographics for the website. That's for another time. :)

<https://www.strava.com/clubs/bikebrampton>

Currently, we have 18 riders sharing their trips, which compared to the numbers we have on Facebook/Twitter/Email, leaves a standard deviation of 87%, and a margin of error of 10%. So, I wouldn't put too much stock in the data yet. However, as I mentioned before, there are some interesting observations.

We know that about 80% of people in Ontario are "Interested but concerned" about cycling. If we assume these are the kinds of people that are subscribed to us on Facebook, Twitter, etc., then that deviation rate on Strava might make a lot of sense. But again, it's very early in that project, and I haven't had a moment to properly promote it yet.

By Kevin Montgomery