

8/30/09 - 9/5/09

NYSenate.gov and Internet Analytics

Office of the CIO

The information below shows the status of the New York Senate's web presence as well as an overview of how, in general, of how the Senate is engaging across Social Media.

The website has been experiencing a healthy amount of traffic even though the average level of visits has declined since session finished. The most obvious trend is the peaking of visits during the week and the lulls that occur over the weekend. In Social Media, many Senators have been growing their networks on Twitter and Facebook and have found attention through the most popular, most emailed and most linked sections of nysenate.gov. The online video has also been popular. The live streaming channel has accrued over 1 million viewer minutes watched and both YouTube channels have garnered thousands of views.

Through Crowdsourcing the Senate has engaged constituents and garnered several ideas and thousands of votes.

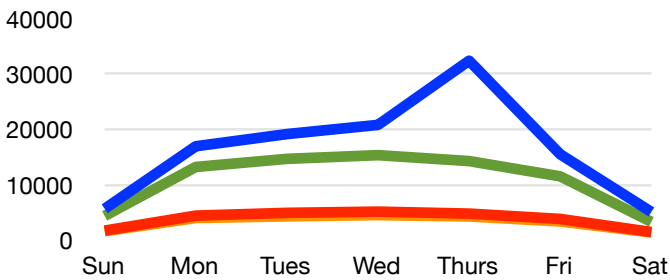
Internally, the CIO's office has been keeping on pace with it's development cycle. Nearly 60% of all new features currently requested have been implemented and 70% of all bugs reported have already been fixed. Over 80% of all requests for support have been addressed.

Please direct all feedback to ciodesk@senate.state.ny.us

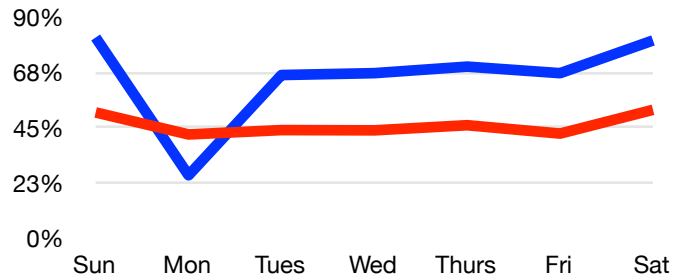
Website - 8/30/09 - 9/5/09

Overall Website	Sun	Mon	Tues	Wed	Thurs	Fri	Sat	Total (Week)	Total (To Date)
Visits	1631	4342	4843	5062	4704	3741	1379	25702	558988
Unique Visitors	1530	3913	4205	4434	4191	3288	1299	22860	451021
Page Views	5580	16875	19076	20738	32340	15431	5009	115049	2316751
Time On Site (min)	4294	13135	14600	15268	14197	11439	3224	76157	1931754
								Average (week)	Average (To Date)
Bounce Rate	51%	42%	44%	44%	46%	42%	52%	46%	34%
% New Visitors	82%	26%	66%	67%	70%	67%	80%	65%	63%

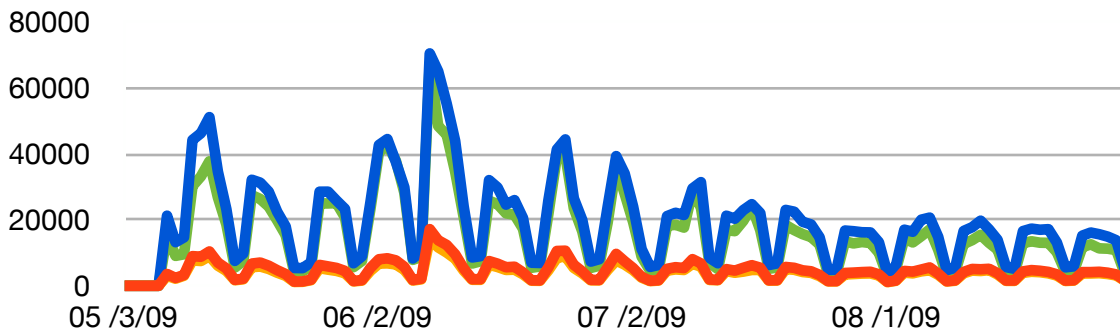
Weekly Visits, Visitors, Pageviews and Time on Site



Weekly Bounce Rate and New Visitor %



All Time Visits, Visitors, Pageviews and Time on Site



Homepage	Sun	Mon	Tues	Wed	Thurs	Fri	Sat	Total
PageViews	499	1701	1872	1958	1850	1592	503	9975
Unique PageViews	349	1185	1317	1322	1267	1079	328	6847
Bounce Rate	97	286	298	274	295	248	90	1588
New Visitors	242	623	645	683	686	580	223	3682

Ideas from Citizens - 8/30/09 - 9/5/09

Campaign Finance	Ideas	Comments	Total Votes
This Week			
To Date	53	18	1634 votes
Top 3 Ideas	We need public financing for true democracy (90 votes)	http://campaignfinanceideas.nysenate.gov/akira/dtd/2694-4052	
	voluntary public financing must happen this session (80 votes)	http://campaignfinanceideas.nysenate.gov/akira/dtd/2631-4052	
	Clean Elections (80 votes)	http://campaignfinanceideas.nysenate.gov/akira/dtd/2696-4052	
Bottom 3 Ideas	Nothing less than a Full Clean Elections process (2 votes)	http://campaignfinanceideas.nysenate.gov/akira/dtd/6735-4052	
	Public financing PLUS short campaigning period (2 votes)	http://campaignfinanceideas.nysenate.gov/akira/dtd/6496-4052	
	How about no money at all? (0 votes)	http://campaignfinanceideas.nysenate.gov/akira/dtd/6291-4052	
Ethics Reform	Ideas	Comments	Total Votes
This Week			
To Date	7	3	29 votes
Top 3 Ideas	Financial Disclosure (6 votes)	http://ethicsideas.nysenate.gov/akira/dtd/2369-4058	
	Insurance Company Donations (6 votes)	http://ethicsideas.nysenate.gov/akira/dtd/3181-4058	
	Public Disclosure (4 votes)	http://ethicsideas.nysenate.gov/akira/dtd/3624-4058	
Bottom 3 Ideas	Clear guidelines for Officials (0 votes)	http://ethicsideas.nysenate.gov/akira/dtd/3622-4058	
	Term Limits (1 votes)	http://ethicsideas.nysenate.gov/akira/dtd/8005-4058	
	Term Limits (1 votes)	http://ethicsideas.nysenate.gov/akira/dtd/9570-4058	

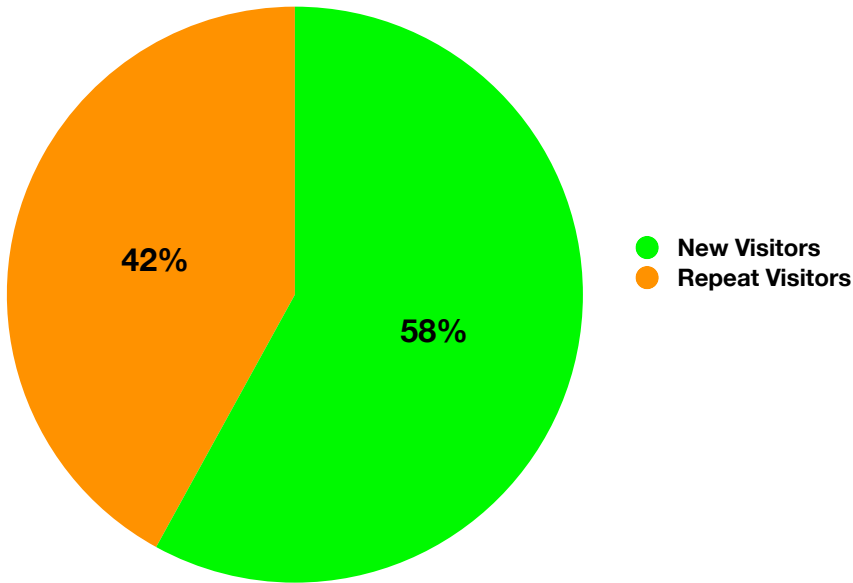
Property Taxes	Ideas	Comments	Total Votes
This Week			
To Date	36	53	5218 votes
Top 3 Ideas	Krueger Omnibus Circuit Breaker S4239 (373 votes)	http://propertytaxideas.nysenate.gov/akira/dtd/1872-3904	1872-3904
	THE OMNIBUS CIRCUIT BREAKER -SEN. KRUEGER'S BILL4239 (305 votes)	http://propertytaxideas.nysenate.gov/akira/dtd/1718-3904	1718-3904
	Krueger Omnibus Circuit Breaker S4239 (295 votes)	http://propertytaxideas.nysenate.gov/akira/dtd/2015-3904	2015-3904
Bottom 3 Ideas	Properly Taxes need to be capped (-108 votes)	http://propertytaxideas.nysenate.gov/akira/dtd/1980-3904	1980-3904
	Set Tax per Amount of Property (-103 votes)	http://propertytaxideas.nysenate.gov/akira/dtd/1707-3904	1707-3904
	How about no money at all? (0 votes)	http://propertytaxideas.nysenate.gov/akira/dtd/1979-3904	1979-3904

Online Video - As of 9/5/09

Live Video 8/30/09-9/5/09

Total Viewer Minutes	Total Visits	Average Time on Channel	Bounce Rate	Total Unique Viewers	New Visitors
691	61	11	1	46	1

Livestream Visitor Breakdown



YouTube as of 9/5/09

Channel	Video Views	Channel Views	Subscribers	Total Min Viewed
NYSenate	55975	6210	60	u/a
NYSenateUncut	10537	2611	17	u/a

Social Media - As of 9/5/09

Facebook	Accounts	Total Friends + Fans	Change Over Last Week	Average Friends / Fans	NY Senate Fans
	29	10,493	+401	106	433
Top 3 Users (based on fans)	Fans		Change Over Last Week		
Maziarz, George	2699		+136		
Schneiderman, Eric	1170		+17		
Robach, Joseph	1100		+9		

Twitter	# of Accounts	Total Followers	Total # of Updates	@mentions / Week	Average # of Followers	Average Updates	Average Mentions / Week	#NYSenate Hits
	17	5957	32	54	350	2	3.17647059	4
Top 3 Users (based on followers)	Followers							
nysenate	1640							
nysenatecio	704							
senmartygolden	598							

Web Development - 8/30/09 - 9/5/09

Website Development	Total	Currently Open	Closed	Percent Closed
Bugs	107	28	79	74%
Feature	163	56	106	65%
Support	36	7	29	81%

