

NYSenate.gov and Internet Analytics

Office of the CIO

12/5/09

This is the bi-weekly report on the New York State Senate's web presence. This week the website received a total of 103,032 visits. It had a bounce rate of 43%, slightly higher than its long term average of 39%, and new visitors 74% of the time, higher than the long term average of 65%. The all time graph at the bottom of the first page show that the huge increase in the number of visitors was due to the Marriage Equality debate which garnered unprecedented attention for nysenate.gov and demonstrates the potential for online public engagement.

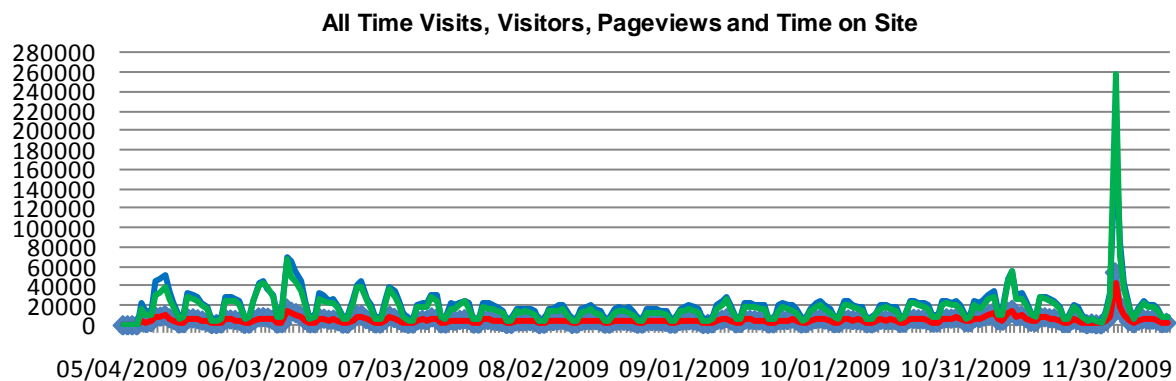
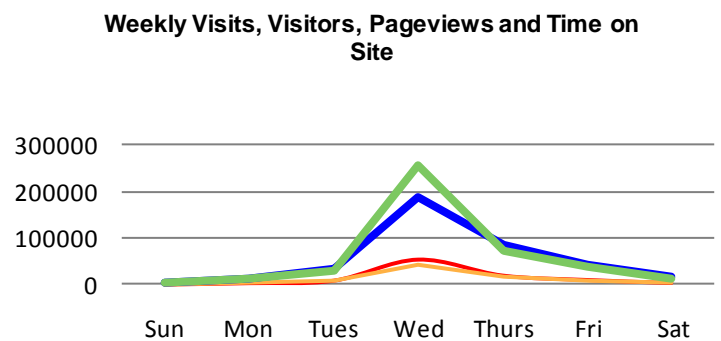
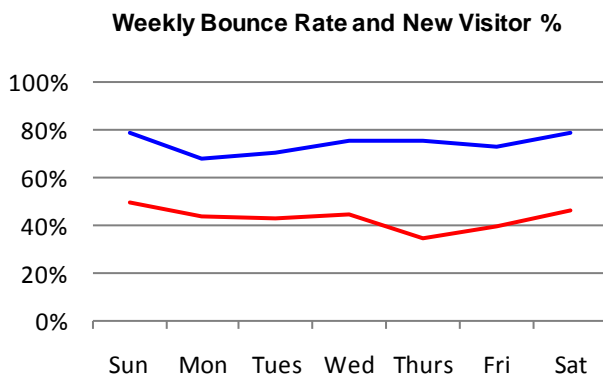
The live webcasting has drawn over 470,000 views since its adoption and the archived footage has followed that growth very closely. This truly explosive increase in viewership is largely attributable to the Marriage Equality debate. For this period, the Senate's most popular video is already "NYS Senate Diane Savino speaks on the marriage Equality bill". NYSenateUncut videos remain less popular than the clips on NYSenate by about a factor of 17 times less watched than short clips on NYSenate.

More Senators continue to join social media platforms such as Facebook and Twitter. The Senators engaging in these media have been growing their followings with the Senators reaching a total of 19,472 people through Facebook and 8327 through Twitter. Many Senators benefited from the after effect of the popular Marriage Equality debate. The NYSenate account itself currently reaches over 2700 people through its Twitter account.

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

Website 11/29/2009 - 12/5/2009

Overall Website	Sun	Mon	Tues	Wed	Thurs	Fri	Sat	Total (Week)	Total (To Date)
Visits	981	3918	9121	54023	20064	10652	4273	103032	1137404
Unique Visitors	907	3478	7966	42530	18155	9645	3952	86633	998257
Page Views	3018	14342	32711	2E+05	85724	43213	15777	384195	4442060
Time On Site (min)	2494	12879.23333	29122	3E+05	71100	36572	13673	422995	3810237
								Average (week)	Average (To Date)
Bounce Rate	50%	44%	43%	44%	34%	40%	46%	43%	39%
%New Visitors	78%	68%	71%	75%	76%	73%	79%	74%	65%



Homepage	Sun	Mon	Tues	Wed	Thurs	Fri	Sat	Total
PageViews	225	1756	6223	28631	6772	3272	1133	48012
Unique PageViews	167	1197	4176	20138	4645	2261	795	33379
Bounces	53	259	965	4924	802	444	194	7641
New Visitors	99	508	2533	10355	2307	1034	431	17267

Website Top Content - As of 12/5/2009

Type	Rank	Page	Caption
Most Popular	1	http://www.nysenate.gov/news/seward-meets-herkimer-chamber	Seward Meets With Herkimer Chamber
Most Popular	2	http://www.nysenate.gov/video/2009/aug/06/senator-diaz-school-governance-august-6-2009	Senator Diaz on School Governance - August 6, 2009
Most Popular	3	http://www.nysenate.gov/news/city-state-elected-officials-call-answers-con-edison-steam-pipe	City, State Elected Officials Call For Answers On Con Edison Steam Pipe
Most Emailed	1	http://www.nysenate.gov/webform/say-no-new-plates	Say NO To New Plates
Most Emailed	2	http://www.nysenate.gov/news/restore-my-new-york-star-check-online-petition	Restore my New York STAR Check Online Petition.
Most Emailed	3	http://www.nysenate.gov/press-release/fight-new-taxes-driving	FIGHT NEW TAXES ON DRIVING
Most Commented	1	http://www.nysenate.gov/blogs/2009/jun/17/bipartisan-operating-agreements-tied-legislatures-other-states-and-us-senate	Bipartisan Operating Agreements for Tied Legislatures in Other States and in the U.S. Senate
Most Commented	2	http://www.nysenate.gov/markup/bill-s1836-half-day-shifts-election-inspectors/read-and-comment-bill-s1836	Read and Comment on Bill S1836
Most Commented	3	http://www.nysenate.gov/markup/bill-draft-clean-election-system	Bill Draft: Clean Election System

Ideas from Citizens - 11/29/2009 - 12/5/2009

Campaign Finance	Ideas	Comments	Total Votes
This Week			
To Date	53	18	1639
Top 3 Ideas	http://campaignfinanceideas.nysenate.gov/akira/dtd/2694-4052	We need public financing for true democracy (90)	
	http://campaignfinanceideas.nysenate.gov/akira/dtd/2631-4052	voluntary public financing must happen this session (80)	
	http://campaignfinanceideas.nysenate.gov/akira/dtd/2696-4052	Clean Elections (80)	
Bottom 3 Ideas	http://campaignfinanceideas.nysenate.gov/akira/dtd/6735-4052	Nothing less than a Full Clean Elections process (2)	
	http://campaignfinanceideas.nysenate.gov/akira/dtd/6496-4052	Public financing PLUS short campaig period (2)	
	http://campaignfinanceideas.nysenate.gov/akira/dtd/6291-4052	How about no money at all?	

Ethics Reform	Ideas	Comments	Total Votes
This Week			
To Date	12	4	36
Top 3 Ideas	http://ethicsideas.nysenate.gov/akira/dtd/2369-4058	Financial Disclosure (7 votes)	
	http://ethicsideas.nysenate.gov/akira/dtd/3181-4058	Insurance Company Donations (7 votes)	
	http://ethicsideas.nysenate.gov/akira/dtd/3624-4058	Public Disclosure (5 votes)	
Bottom 3 Ideas	http://ethicsideas.nysenate.gov/akira/dtd/3622-4058	Clear guidelines for Officials (-1 votes)	
	http://ethicsideas.nysenate.gov/akira/dtd/16208-4058	When Will New York's Legislature Take Action to Overrule O'Brien vs. O'Brien And	
	http://ethicsideas.nysenate.gov/akira/dtd/15509-4058	New Law Students	

Property Taxes

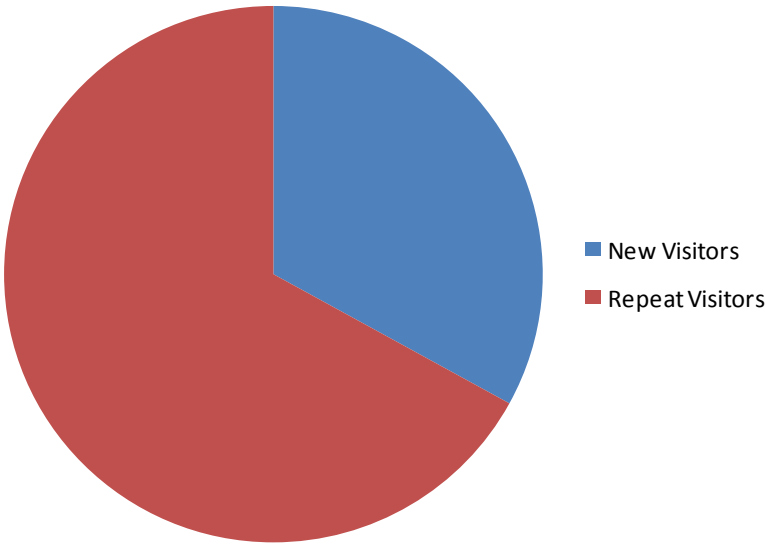
	Ideas	Comments	Total Votes
This Week			
To Date	37	59	5267
Top 3 Ideas	http://propertytaxideas.nysenate.gov/akira/dtd/1872-3904	Krueger Omnibus Circuit Breaker S4239 (373 votes)	
	THE OMNIBUS CIRCUIT BREAKER -SEN. KRUEGER'S BILL4239 (305 votes)	THE OMNIBUS CIRCUIT BREAKER -SEN. KRUEGER'S BILL4239 (305 votes)	
	http://propertytaxideas.nysenate.gov/a/dtd/1804-3904	support circuit breaker relief – Krueger's S4239	
Bottom 3 Ideas	http://propertytaxideas.nysenate.gov/akira/dtd/1980-3904	Propery Taxes need to be capped (-108 votes)	
	http://propertytaxideas.nysenate.gov/akira/dtd/1707-3904	Set Tax per Amount of Property (-103 votes)	
	http://propertytaxideas.nysenate.gov/akira/dtd/1979-3904	Propery Taxes need to be capped (-97 votes)	

Online Video - As of 12/5/2009

Live Video - as of 12/5/2009

Total Viewer Minutes	Total Visits	Average Time on Channel	Bounce Rate	Total Unique Viewers	New Visitors
4948317	470083	11	63%	154944	33%

Livestream Visitor Breakdown



YouTube as of 12/5/2009

Channel	Video Views	Channel Views	Subscribers	Last Week's Most Popular
NYSenate	437125	16362	228	NYS Senator Diane Savino speaks on the Marriage Equality bill
NY SenateUncut	25339	5761	55	New York State Senate Session - December 2, 2009 - Part 4

Social Media - As of 12/5/2009

Facebook	Accounts	Total Friends + Fans	Change Over Last Report	Average Friends / Fans	NY Senate Fans
	33	19,472	+4,892	590.1	611
Top 3 Users (based on fans)	Fans Change Over Last Report				
Diane, Savino		3677		+0	
Maziarz, George		3642		-345	
Schneiderman, Eric		1415		+66	

Twitter	# of Accounts	Total Followers	Total # of Updates	@mentions (in last week)	Average # of Followers	Average Updates	Average @Mentions (in last Week)	#NYSenate Hits
	17	8327	1606	112	489.8	94.5	6.6	16
Top 3 Users (based on followers)	Followers							
nysenate					2768			
nysenatecio					978			
senmartygolden					833			

Web Development - As of 12/5/2009

Website Development	Total	Currently Open	Closed	Percent Closed
Bugs	161	56	105	65%
Feature	187	70	117	63%
Enhancements	15	13	2	13%

