

# NYSenate.gov and Internet Analytics

Office of the CIO

10/24/09

This is the bi-weekly report on the New York State Senate's web presence. This week the website received a total of 35,758 visits. It had a bounce rate of 46%, higher than its long term average of 38%, and new visitors 75% of the time, higher than the long term average of 63%. The all time graph at the bottom of the first page shows that, after a lull through August, September and the beginning of October, visits are trending upwards.

The live webcasting has drawn over 80,000 views since its adoption and the archived footage has followed that growth fairly closely. However, the short clips on the NYSenate Youtube account are about 4 times more watched than the full videos of session and events posted on the nysenateuncut account.

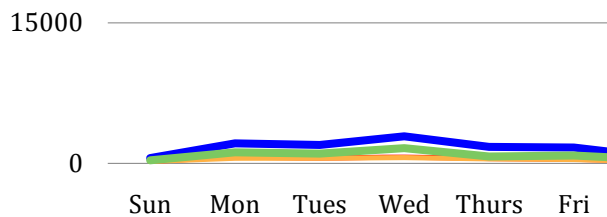
Senators continue to engage on social media platforms such as Facebook and Twitter. The Senators engaging in these media have been growing their followings with the Senators reaching a total of 12,539 people through Facebook and 7216 through Twitter. The NYSenate account itself currently reaches over 2500 people through its Twitter account.

Please direct all feedback to [ciodesk@senate.state.ny.us](mailto:ciodesk@senate.state.ny.us)

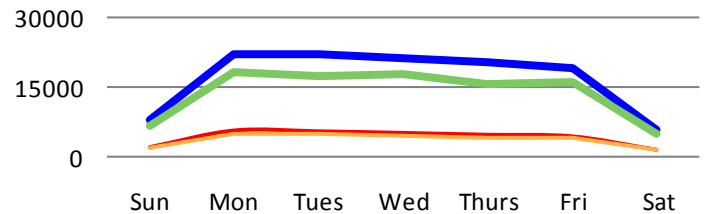
## Website 10/18/2009 - 10/24/2009

Overall Website	Sun	Mon	Tues	Wed	Thurs	Fri	Sat	Total (Week)	Total (To Date)
Visits	2569	6458	6576	6203	6064	5131	2757	35758	892691
Unique Visitors	2373	5753	5805	5523	5501	4611	2556	32122	785844
Page Views	8381	24154	24199	22782	21793	19477	10151	130937	3574044
Time On Site (min)	6904	21653.63333	22755	20322	19077	16302	8875	115888	2956909
								Average (week)	Average (To Date)
Bounce Rate	49%	46%	45%	45%	45%	44%	49%	46%	38%
% New Visitors	82%	74%	73%	70%	74%	74%	81%	75%	63%

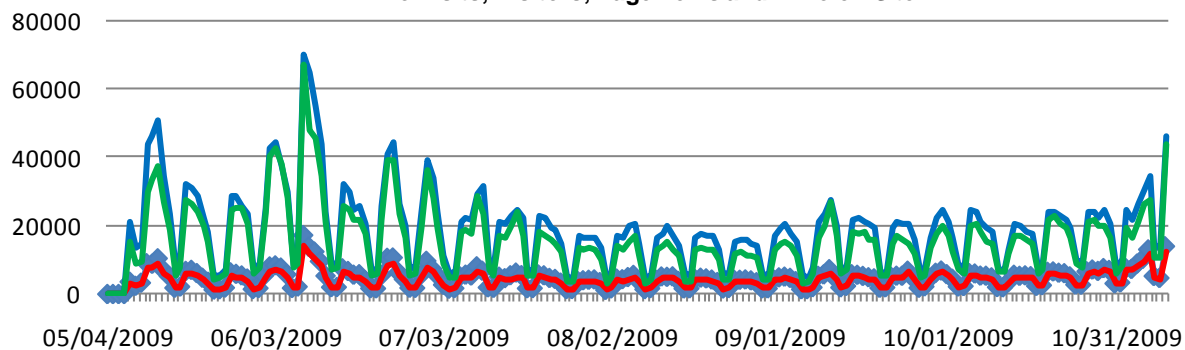
Weekly Visits, Visitors, Pageviews and Time on Site



Weekly Visits, Visitors, Pageviews and Time on Site



All Time Visits, Visitors, Pageviews and Time on Site



Homepage	Sun	Mon	Tues	Wed	Thurs	Fri	Sat	Total
PageViews	847	2511	2846	2581	2231	1755	742	13513
Unique PageViews	542	1718	1979	1822	1582	1282	499	9424
Bounces	138	331	447	362	324	281	118	2001
New Visitors	343	931	1073	981	869	675	317	5189

## Ideas from Citizens - 10/18/2009 - 10/24/2009

Campaign Finance		Ideas	Comments	Total Votes
This Week				
To Date		53	18	1639
Top 3 Ideas		<a href="http://campaignfinanceideas.nysenate.gov/akira/dtd/2694-4052">http://campaignfinanceideas.nysenate.gov/akira/dtd/2694-4052</a>	We need public financing for true democracy (90)	
		<a href="http://campaignfinanceideas.nysenate.gov/akira/dtd/2631-4052">http://campaignfinanceideas.nysenate.gov/akira/dtd/2631-4052</a>	voluntary public financing must happen this session (80)	
		<a href="http://campaignfinanceideas.nysenate.gov/akira/dtd/2696-4052">http://campaignfinanceideas.nysenate.gov/akira/dtd/2696-4052</a>	Clean Elections (80)	
Bottom 3 Ideas		<a href="http://campaignfinanceideas.nysenate.gov/akira/dtd/6735-4052">http://campaignfinanceideas.nysenate.gov/akira/dtd/6735-4052</a>	Nothing less than a Full Clean Elections process (2)	
		<a href="http://campaignfinanceideas.nysenate.gov/akira/dtd/6496-4052">http://campaignfinanceideas.nysenate.gov/akira/dtd/6496-4052</a>	Public financing PLUS short campaig period (2)	
		<a href="http://campaignfinanceideas.nysenate.gov/akira/dtd/6291-4052">http://campaignfinanceideas.nysenate.gov/akira/dtd/6291-4052</a>	How about no money at all?	
Ethics Reform		Ideas	Comments	Total Votes
This Week				
To Date		12	3	36
Top 3 Ideas		<a href="http://ethicsideas.nysenate.gov/akira/dtd/2369-4058">http://ethicsideas.nysenate.gov/akira/dtd/2369-4058</a>	Financial Disclosure (7 votes)	
		<a href="http://ethicsideas.nysenate.gov/akira/dtd/3181-4058">http://ethicsideas.nysenate.gov/akira/dtd/3181-4058</a>	Insurance Company Donations (7 votes)	
		<a href="http://ethicsideas.nysenate.gov/akira/dtd/3624-4058">http://ethicsideas.nysenate.gov/akira/dtd/3624-4058</a>	Public Disclosure (5 votes)	
Bottom 3 Ideas		<a href="http://ethicsideas.nysenate.gov/akira/dtd/3622-4058">http://ethicsideas.nysenate.gov/akira/dtd/3622-4058</a>	Clear guidelines for Officials (-1 votes)	
		<a href="http://ethicsideas.nysenate.gov/akira/dtd/16208-4058">http://ethicsideas.nysenate.gov/akira/dtd/16208-4058</a>	When Will New York's Legislature Take Action to Overrule O'Brien vs. O'Brien And	
		<a href="http://ethicsideas.nysenate.gov/akira/dtd/15509-4058">http://ethicsideas.nysenate.gov/akira/dtd/15509-4058</a>	New Law Students	

## Property Taxes

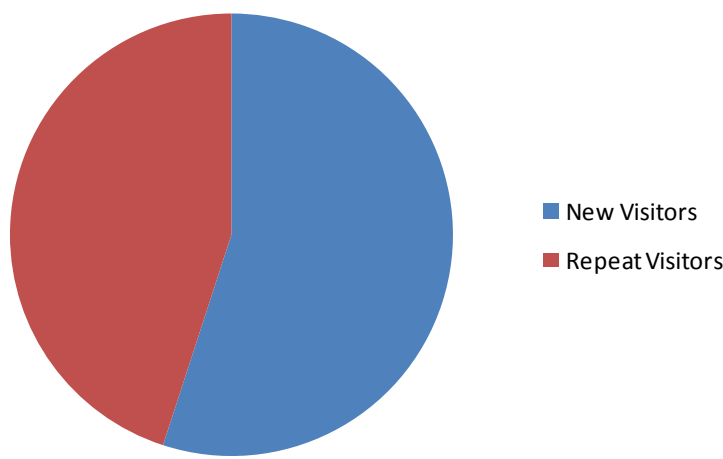
	Ideas	Comments	Total Votes
This Week			
To Date	36	59	5255
Top 3 Ideas	<a href="http://propertytaxideas.nysenate.gov/akira/dtd/1872-3904">http://propertytaxideas.nysenate.gov/akira/dtd/1872-3904</a>	Krueger Omnibus Circuit Breaker S4239 (373 votes)	
	THE OMNIBUS CIRCUIT BREAKER -SEN. KRUEGER'S BILL4239 (305 votes)	THE OMNIBUS CIRCUIT BREAKER -SEN. KRUEGER'S BILL4239 (305 votes)	
	<a href="http://propertytaxideas.nysenate.gov/akira/dtd/2015-3904">http://propertytaxideas.nysenate.gov/akira/dtd/2015-3904</a>	Krueger Omnibus Circuit Breaker S4239 (295 votes)	
Bottom 3 Ideas	<a href="http://propertytaxideas.nysenate.gov/akira/dtd/1980-3904">http://propertytaxideas.nysenate.gov/akira/dtd/1980-3904</a>	Propery Taxes need to be capped (-108 votes)	
	<a href="http://propertytaxideas.nysenate.gov/akira/dtd/1707-3904">http://propertytaxideas.nysenate.gov/akira/dtd/1707-3904</a>	Set Tax per Amount of Property (-103 votes)	
	<a href="http://propertytaxideas.nysenate.gov/akira/dtd/1979-3904">http://propertytaxideas.nysenate.gov/akira/dtd/1979-3904</a>	Propery Taxes need to be capped (-97 votes)	

# Online Video - As of 10/24/2009

## Live Video - as of 10/24/2009

Total Viewer Minutes	Total Visits	Average Time on Channel	Bounce Rate	Total Unique Viewers	New Visitors
1450950	83064	17	45%	45767	55%

## Livestream Visitor Breakdown



## YouTube as of 10/24/2009

Channel	Video Views	Channel Views	Subscribers
NYSenate	67637	7671	66
NY SenateUncut	15738	3763	28

## Social Media - As of 10/24/2009

Facebook	Accounts	Total Friends + Fans	Change Over Last Week	Average Friends / Fans	NY Senate Fans
	33	12,539	+1,509	380.0	527
Top 3 Users (based on fans)	Fans	Change Over Last Week			
Maziarz, George	3241	+357			
Schneiderman, Eric	1247	+0			
Robach, Joseph	1128	+0			

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	7216	1293	114	424.5	76.1	6.7	20
Top 3 Users (based on followers)	Followers							
nysenate	nysenate							
nysenatecio	nysenatecio							
senmartygolden	senmartygolden							

# Web Development - As of 10/24/2009

Website Development	Total	Currently Open	Closed	Percent Closed
Bugs	133	39	94	71%
Feature	179	63	116	65%
Support	37	3	34	92%

