



MONTANA LEGISLATIVE BRANCH

Legislative Fiscal Division

Room 110 Capitol Building * P.O. Box 201711 * Helena, MT 59620-1711 * (406) 444-2986 * FAX (406) 444-3036

Director
AMY CARLSON

DATE: May 26, 2023
TO: Legislative Finance Committee
FROM: Mark Yakubovich, Fiscal Specialist
Susie Lindsay, Lead Fiscal Analyst
RE: Web Statistics from January – April 2023

The Legislative Fiscal Division (LFD) utilizes two different software, Google Analytics and Sliq, to assess the interest and use of LFD created content. The analyzed timeframe was the 2023 legislative session from January-April 2023.

Overview

There are two key factors when analyzing website statistics: website traffic and website engagement. Website traffic is the volume of users visiting a website, whereas website engagement is how a user interacts with a website. The data analyzed for both website traffic and website engagement tells us which aspects of the website attract the most users, what type of content the user is most interested in, and their ability to find that information. The collection of this data can help increase process improvement and cultivate a website based on our user's interests and needs.

We are able to learn how a user prefers to access content and information from our website by looking at the devices they used. Figure 1 shows that the most commonly used device amongst all users was the desktop computer with 49.7% of total users (125,551 users). The least common device was the digital tablet with 2.5% of total users (6, 155 users), but the average duration when using a tablet was longer in comparison to mobile phone use. During a single web visit, tablet users spent on average 2 minutes, 59 seconds, while mobile users spent on average 2 minutes, 10 seconds.

Figure 1
Device Usage of Total Users

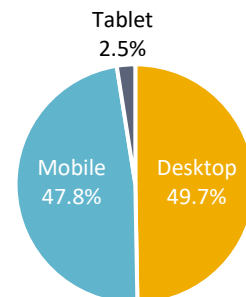
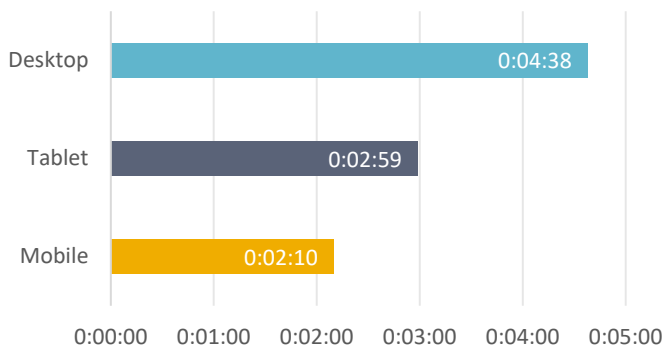


Figure 2
Average Duration of Device Usage



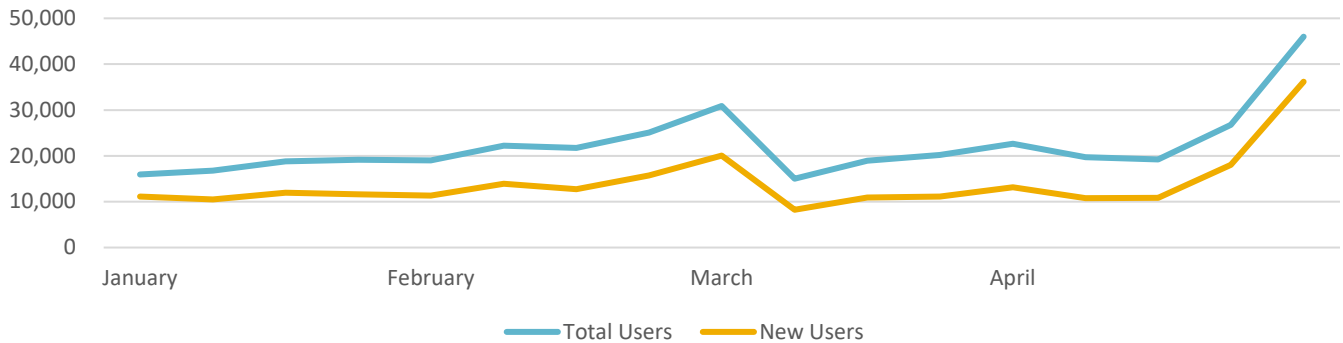
Website Traffic

Over the course of the 2023 legislative session, the Montana legislature's website saw a total of 253,226 users, with 1,906,058 total pageviews. Of the total users, 239,260 were new users. The average time spent by a single user was 3 minutes, 52 seconds.

Analyzing peak usage times can provide insight as to what draws in the highest amount of users. During the 2023 legislative session, the peak day for web usage was April 26, 2023, with 16, 765 total users. The most commonly used device on

this day was a desktop computer (8,372 users), though the most commonly used device for this week was a mobile phone (23,674 users), instead of a desktop computer (21,181 users). Events during the week of April 26th were executive action in various committees and the decision of whether or not to allow Rep. Zephyr to attend or speak during the remaining floor sessions. The following figure shows the comparison of total users to new users.

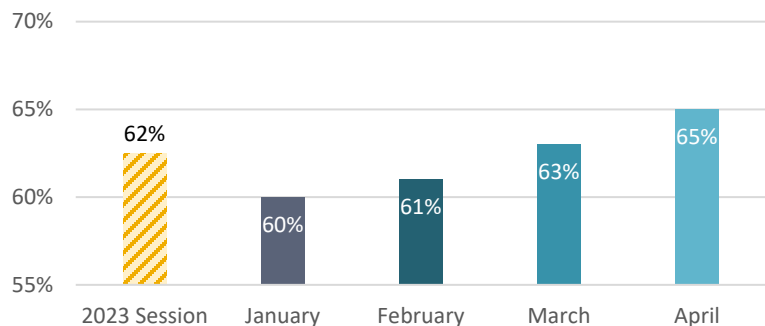
Figure 3
2023 Session Total Users vs New Users



The month of April had the highest amount of total users (94,349 users), but the lowest rate of webpages visited per user (2.1 webpages visited per user). The month of January had the lowest amount of total users (59,028 users), but the highest rate of webpages visited per user (2.3 webpages visited per user). Even though April saw the largest amount of total users, those users were less likely to explore the legislative branch website than users in January. January also had the highest percentage of new users, with 85.2% of January’s total users being new users. This could indicate as to why January users were the most likely to engage with the Montana legislature’s digital content.

Bounce rate has been a vital piece of data when determining the web’s ease-of-use and access to information. A bounce rate is the percentage of single page visits with no interaction and a duration of less than one second. Figure 4 shows the overall bounce rate for the legislative branch website during the 2023 session was 62%. Zero interaction to a webpage could be contributed to old/broken links or a user clicking on an unintended page while searching for information.

Figure 4
Overall Bounce Rate



January had the lowest bounce rate (60%) and the highest web sessions per user (3.2 web sessions per user). This tells us in January, the users who visited the legislative branch website were more likely to find needed information and were more likely to return than any month during session. The 2023 Session Orientation occurred in early January and all session orientation materials were consolidated into one area with easy to find representation on the main homepage. In January staff provided training on specific website information that likely contributed to users finding needed information.

Web Engagement

The Montana Legislature homepage remained as the most viewed webpage throughout all of session, with 561,125 total pageviews and an average of 140,281 pageviews per month. Figure 5 shows the other top noted pages during the 2023 session were Legislator Information, 2023 Session Bill Lookup, and Session Information.

Figure 5
Top 10 Webpages of the Montana Legislature

Page Name	Total Pageviews	Active Pageviews	Avg Session Duration	Bounce Rate
1. Montana Legislature Homepage	561,125	218,839	0:04:39	61%
2. Legislator Information	346,322	103,897	0:01:45	70%
3. Laws	189,313	71,939	0:05:45	62%
4. Session	162,231	53,536	0:03:27	67%
5. Web Messaging	142,786	69,965	0:02:49	51%
6. Legislator Lookup	65,581	44,595	0:00:46	32%
7. Bill Info	65,557	20,978	0:03:43	68%
8. Committees	58,313	20,410	0:02:31	65%
9. Legislative Fiscal Division	57,451	27,576	0:02:21	52%
10. Public Testimony	54,743	22,445	0:03:55	59%

The 2023 Session Bill Lookup (Laws) had the longest average web session duration, with 5 minutes, 43 seconds. This page held a consistent average duration of five and a half minutes throughout the 2023 session, regardless of the amount of total pageviews. Legislator Lookup had the lowest average web session duration of 45 seconds and the lowest average bounce rate of 32%. With a user's low average time spent on this page, combined with a very low bounce rate, this shows that information on Legislator Lookup is easily accessible and the page navigation is user friendly. The following figure shows the comparison between total pageviews and active pageviews. An active pageview has at least one interaction and the duration is longer than one second.

Legislative Fiscal Division Web Engagement

LFD content & information ranked 9th for total pageviews (57,451 pageviews) and ranked 3rd for lowest bounce rate for the entirety of the 2023 session. Figure 7 shows the three most commonly viewed webpages for LFD were the LFD homepage, Budget Committees, and the Appropriations Subcommittee for Section B. These three webpages contributed 42% of total pageviews for all of LFD content.

Within the Legislative Fiscal Division, the LFD homepage was the most viewed page with 12,463 total pageviews, had the second lowest bounce rate of 38%, and the lowest average page duration of 1 minute, 27 seconds. Similar to Legislator Lookup, the data regarding the LFD homepage reflects user-friendly navigation and quick access to information.

Figure 6
MT LEG Bounce Rate: Total Pageviews vs Active Pageviews

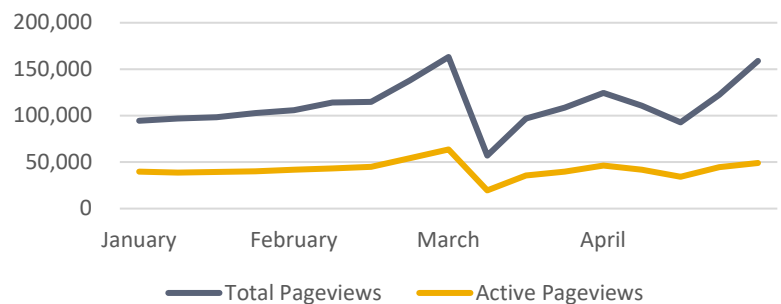
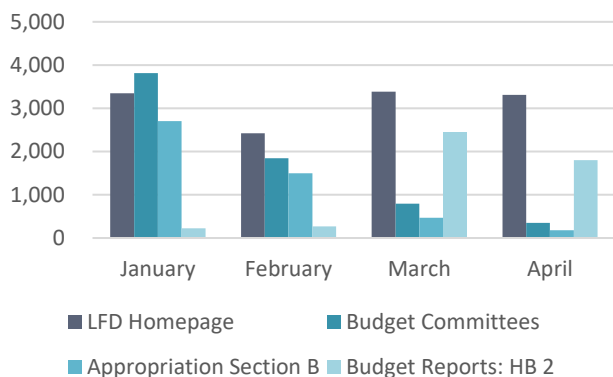


Figure 7
Top 10 Webpages of LFD

Page Name	Total Pageviews	Active Pageviews	Avg. Time on Page	Bounce Rate
LFD Homepage	12,463	7,727	0:01:27	38%
Budget Committees	6,794	5,299	0:00:42	22%
Appropriation Section B	4,846	2,423	0:03:17	50%
Budget Reports: HB 2	4,744	2,230	0:02:01	53%
Appropriation Section A	4,717	2,311	0:03:19	51%
Appropriation Section D	3,576	1,752	0:03:52	51%
Appropriation Section C	3,304	1,652	0:02:43	50%
Appropriation Section F	3,254	1,237	0:05:30	62%
Appropriation Section E	2,879	1,296	0:03:39	55%
State Agency Profiles	2,729	546	0:03:14	80%

As the 2023 session progressed, the data followed. At the beginning of March, budget subcommittees were ending and executive action was starting. These events were reflected in the data as well as when looking at total pageviews and average webpage duration. Between February and March, the total pageviews for Budget Committees decreased by 43% (1,051 pageviews) and the average page duration decreased by 2 minutes, 19 seconds. The total pageviews for Budget Reports: House Bill 2 increased by 904% (2,450 pageviews) and the average page duration increased by 22 seconds.

Figure 8
Total Monthly Pageviews of Top LFD Webpages



The Appropriation Subcommittee pages made up a bulk of LFD's web engagement data. The appropriation subcommittee for section B had the largest amount of total pageviews amongst all other sections, with 4,846 pageviews. Section B only has one agency, Department of Health & Human Services (DPHHS), but DPHHS also had the largest amount of total pageviews amongst all agencies, with 473 pageviews.

The agencies within section D all had an average page duration over five minutes, with the Department of Justice (DOJ) having the longest average page duration for section D with 7 minutes, 17 seconds. The only other agencies with a higher average page duration were the Office of Public Instruction (OPI, 7 minutes, 29 seconds), Department of Military Affairs (DMA, 8 minutes, 5 seconds), and Montana State Library (MSL, 9 minutes, 38 seconds).

Figure 9
Top 10 Agency Webpages of LFD

Page Name	Total Pageviews	Active Pageviews	Avg. Time on Page	Bounce Rate
Department of Health & Human Services	473	255	0:05:43	46%
Department of Justice	264	69	0:07:17	74%
Department of Administration	262	131	0:04:52	50%
Office of Public Defender	205	117	0:05:15	43%
Department of Corrections	205	107	0:05:26	48%
Department of Commerce	200	72	0:05:31	64%
Commissioner of Higher Education	194	41	0:04:50	79%
Department of Fish, Wildlife, & Parks	192	36	0:05:03	81%
Judicial Branch	185	87	0:05:09	53%
Department of Natural Resources & Conservation	162	42	0:05:09	74%