



# MONTANA LEGISLATIVE BRANCH

## Legislative Fiscal Division

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**Director**  
AMY CARLSON

DATE: September 16, 2021

TO: Legislative Finance Committee

FROM: Susie Lindsay, Lead Fiscal Analyst  
Karen Gilbert, Digital Content Editor

RE: Web Statistics January – April 2021

The Legislative Fiscal Division (LFD) uses Google Analytics software to evaluate web usage of the content built and maintained by the LFD. The period analyzed was January-April 2021, the regular legislative session.

### Use of Branch Webpages

The primary device used by viewers to access the legislative branch website during the time period studied was a desktop computer.

Tracking high volume days and the material accessed is just one way to analyze material important to web users. During the entire legislative session, peak volume days were noted. February 23 (35,874 users) and February 24 (32,327) were the highest volume days for the website and legislator messaging was the most used directory.

While those days did not correlate to finance related topics, March 30 was another high user day, with 25,618 users accessing the web and 34.0% sending legislator messages or looking up legislator information. The items of interest on March 30 may have been the House floor second reading of HB 632 and Senate Finance and Claims hearing of HB 2.

### 2021 Session: January 4- April 30, 2021

Another way to track use of the website is to analyze traffic on certain pages. Figure 2 shows the top web page directories used during the legislative session. While it is noted that the most traffic goes to the branch wide home page with 558,748 viewers, 75,996 chose the fiscal division site. Figure 2 shows the top legislative branch web directories used based on traffic.

*Figure 1*  
Branch Web User Devices

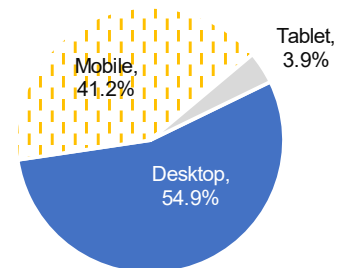
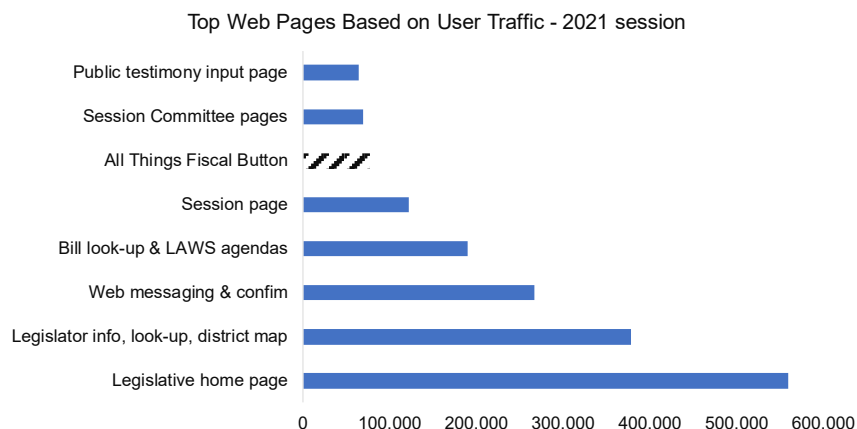
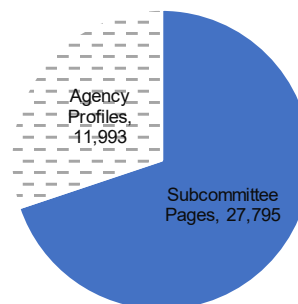


Figure 2



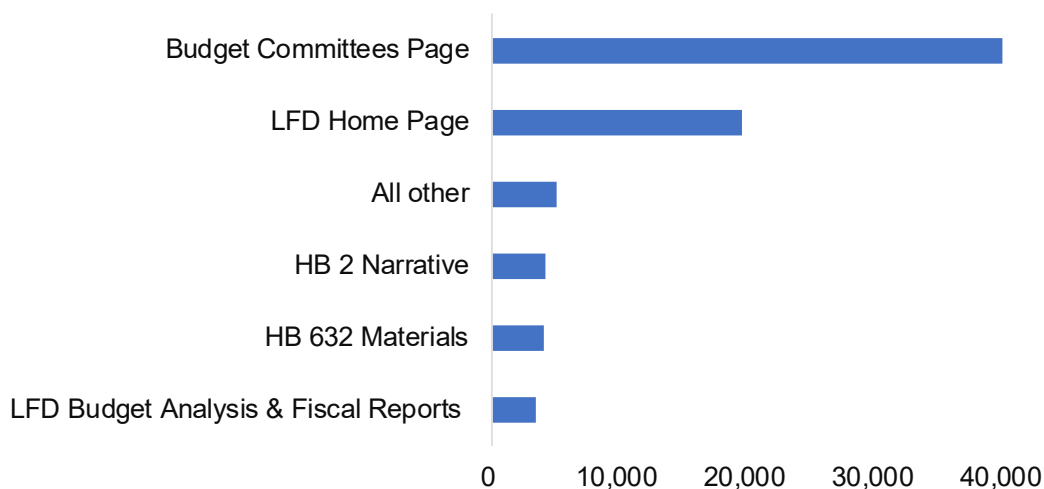
We further analyzed how users interacted with fiscal material. By far, the most used directory on the LFD home page was the budget committees' button. The pie chart shows that the subcommittee pages were used the most, but agency profiles were viewed 11,993 times, averaging reading times of four minutes for agencies like Corrections, Health and Human Services, Commerce, and over five minutes for Department of Administration and Commissioner of Higher Education.

Budget Committee Directory Use



The second highest used directory was the LFD home page itself as the following figure shows.

Top LFD Directories by # of Users - 2021 Session



The analysis found that viewers utilized the LFD material to gain further information about the budget committee pages, HB 2 narratives, comparisons, as well as, information on HB 632 materials. Finally, although not managed by LFD, but important for tracking how budget items are used, the HB 2 amendments link on the LAWS page was accessed 6,489 times.