

Commission on Parliamentary Reform – Statistics on the Scottish Parliament website

The website stats were run between May 2015 and May 2016, and social media stats gathered between March 2016 and May 2016

Key points

- The most visited pages of the website change infrequently across the year, the most popular being:
 - a. Home page
 - b. Search results
 - c. Current MSPs, or MSPs page
 - d. Committees page
 - e. Business bulletin
 - f. Parliamentary Business page
 - g. Motions, Questions and Answers search
 - h. Official Report
 - i. Petitions (usually a specific and popular petition)

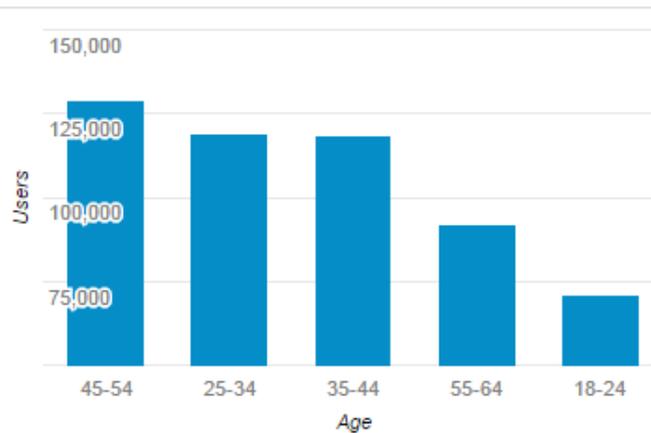
These pages all tend to be very closely related to the business of parliament, very few (if any) of the pages relating to the visiting side of the parliament crop up. When they did (April 2016) this was in the run up the elections and overall traffic had dipped meaning the visitor element had a larger percentage share of the traffic than at any other time of the year.

Top content on the website

Page		Page Views	Unique Page Views
/index.aspx		829,710	584,840
/help/searchresults.aspx		248,744	114,939
/msps/current-msps.aspx		204,517	92,082
/msps.aspx		159,790	107,653
/parliamentarybusiness/committees.aspx		145,473	97,115
/parliamentarybusiness/business-bulletin.aspx		137,772	104,166
/parliamentary-business.aspx		135,991	101,745
/parliamentarybusiness/28877.aspx		123,415	43,820
/parliamentarybusiness/reportsselectpage.aspx?year=2015&page=0&meeting=-1		100,269	29,553
/parliamentarybusiness/ormain.aspx		99,489	61,874

- The main age group accessing content on the website was almost always in the 45-54 category (followed by either 25-34 or 35-44 age groups). This does not match with the age range of our social media followers, the main group here being the 25-34 age range, however we have found on Facebook that despite having a large number of followers in the age group, it is the older end of the age scale that engage with us most frequently.

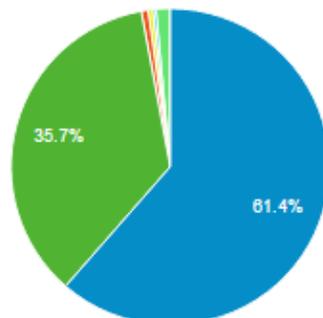
Users of the website by age



We saw a shift in the main age group accessing our website content between April and May 2016 when the 25-34 age group accessed the website content most. This might mean that this group becomes engaged around key times in the Parliament calendar (elections for example) but is less likely to engage with online content at most other times.

Top social network referrals

■ Facebook
 ■ Twitter
 ■ Blogger
 ■ reddit
 ■ LinkedIn
 ■ Other



Where our users come from in the UK

City	Users
Edinburgh	194,113
London	172,661
Glasgow	150,041
(not set)	54,794
Aberdeen	37,139
Dundee	22,840
Inverness	15,907
Birmingham	12,462
Hamilton	11,328
Livingston	10,282

In terms of social media, most traffic is directed towards the website from Facebook, with roughly 2/3s coming from this network and 1/3 from Twitter.

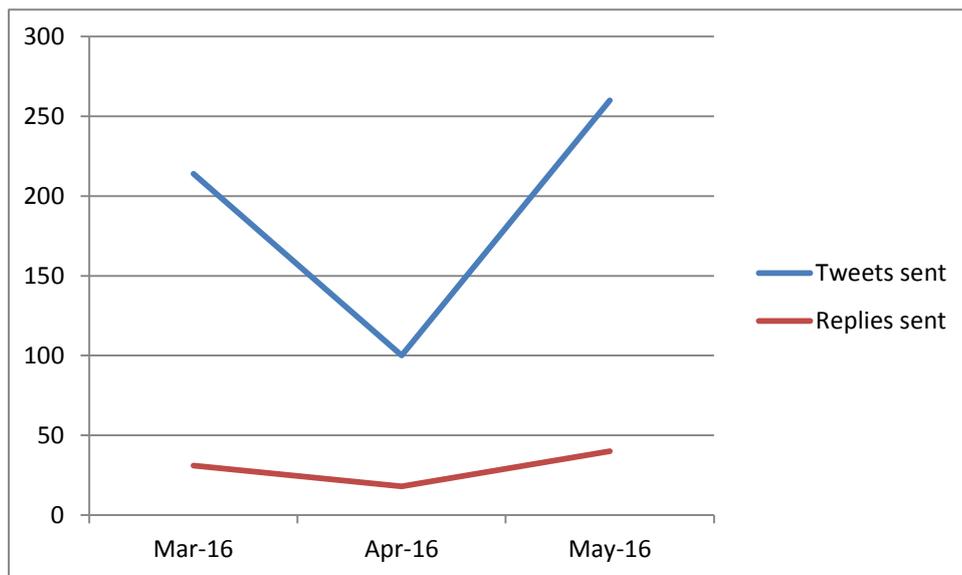
The majority of our users are Edinburgh based, although this is likely to be skewed by traffic from MSPs and MSP staff as well as others who are located at or near the Parliament for the majority of the year. See the table above for the full numbers.

A great deal of traffic (well in excess of 55%) comes from search engine results, the most popular search terms are listed below. However these must come with a caveat. Google withholds large amounts of data as it is unable to display search terms used by Google account users who are logged in.

Google search terms by popularity

Keyword	Sessions
(not provided)	1,198,494
scottish parliament	25,800
scottish parliament website	1,558
nicola sturgeon	1,539
mSP	1,151
www.scottish.parliament.uk	922
the scottish parliament	851
scottish parliament jobs	763
scottish parliment	658
mSPs	587

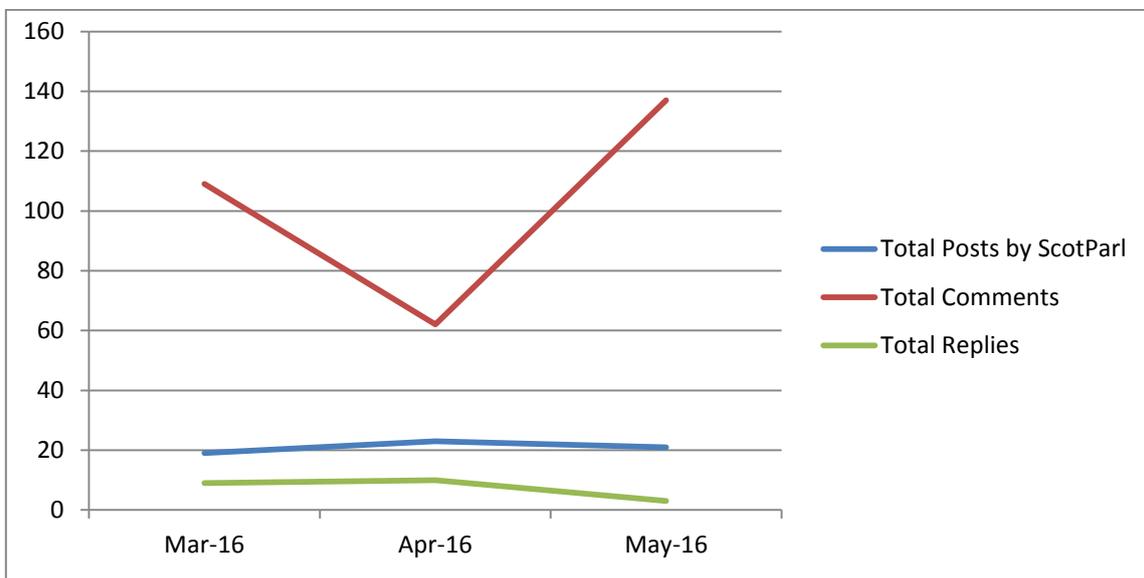
On Twitter, data was collected over a 3 month period (March 16-May 16) to see the volume of tweets sent by the account and the number of replies issued to people who had contacted the @ScotParl account.



A large number of tweets were sent in May 16, a lot of which were welcoming new/returning MSPs to the Scottish Parliament, and much of the business around this (for example Official Reports of first speeches).

Generally speaking the number of people that the @ScotParl account had to tweet to in reply stayed roughly level and followed the rough trend of tweets sent. When fewer tweets were sent, fewer people contacted us and so fewer replies were issued (and vice versa). This raises the key issue around engagement and the importance of tweeting to engage our audience.

- Facebook comments data was collected over the same period of time (March 2016-May 2016) to see the volume of posts by the Scottish Parliament, the number comments made on the Scottish Parliament account, and the number that were issued replies.



A large number of comments on the Facebook page are often off topic, not directed at the Scottish Parliament and therefore do not require a response, which explains the wide gap between the number of comments made on our posts and the number that are given responses.

The following are examples of comments that warrant a response:



Colin Miller Where can I find a list of all candidates for constituencies and regions, for all parties?

Like · Reply · Message · 9 March 2016 at 19:05



The Scottish Parliament Hello Colin, after the official nomination period closes (at 4.00pm on 1 April 2016), the names of all the candidates for your area will be available from your local council. (You can find links to the websites of all Scottish councils on the COSLA web... See more

Like · Reply · 10 March 2016 at 10:24



Colin Miller Thanks for the response. I'm interested in a single list of all of Scotland, rather than just my area, but I'll collate that myself from the Council websites. Good to know that it's not available in one source already. Saves me looking any further.

Like · Reply · Message · 10 March 2016 at 13:26



Simon Wright the link on this thread is now dead. thanks

Like · Reply · Message · 6 May 2016 at 15:27



The Scottish Parliament Hi Simon, thanks for getting in touch. We're working to resolve the issue with friendly-URL links

Like · [Reply](#) · 6 May 2016 at 15:35