Analytics: Measurement & Validation

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Our mission

mySociety is a not-for-profit social enterprise with a mission to **invent** and **popularise** digital tools that enable citizens to exert power over institutions and decision makers.
In the UK
Software operating in 44 countries worldwide
Investigate the value of civic tech and real world effects

Taking a measured & rational approach enables us to compare and validate our activities

Research @mySociety

Examine whether its worth doing civic tech at all!
Google Analytics
Who are your users?

- Sessions: 7,727,793
- Users: 5,841,837
- Pageviews: 17,232,299
- Pages / Session: 2.23
- Avg. Session Duration: 00:01:39
- Bounce Rate: 73.68%
- % New Sessions: 73.98%

Pie chart showing:
- New Visitor: 74%
- Returning Visitor: 26%
And where are they?

<table>
<thead>
<tr>
<th>City</th>
<th>Sessions</th>
<th>% Sessions</th>
</tr>
</thead>
<tbody>
<tr>
<td>London</td>
<td>2,281,290</td>
<td>29.52%</td>
</tr>
<tr>
<td>Birmingham</td>
<td>184,230</td>
<td>2.38%</td>
</tr>
<tr>
<td>Manchester</td>
<td>152,439</td>
<td>1.97%</td>
</tr>
<tr>
<td>Glasgow</td>
<td>113,416</td>
<td>1.47%</td>
</tr>
<tr>
<td>Leeds</td>
<td>103,124</td>
<td>1.33%</td>
</tr>
<tr>
<td>Liverpool</td>
<td>101,093</td>
<td>1.31%</td>
</tr>
<tr>
<td>Edinburgh</td>
<td>98,301</td>
<td>1.27%</td>
</tr>
<tr>
<td>Bristol</td>
<td>87,698</td>
<td>1.13%</td>
</tr>
<tr>
<td>Sheffield</td>
<td>77,262</td>
<td>1.00%</td>
</tr>
</tbody>
</table>
And other useful things . . .
And this stuff is useful in other ways too

These analytics are good to get some basic information on your users, and it also gives you a tool to validate other research.

These tools can help you see if you are reaching the right people.

These figures also help you craft good research questions.

BUT Google Analytics isn’t perfect - sometimes it gets demographics wrong.
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