

1. Google Analytics

1.1 Headline Statistics

Launch date: Thursday 8th September 2011 (live for 7 months)

Statistic	Result
Unique visitors in launch week	3,823
Plays in launch week	4,955
Unique visitors to date	42,852
Plays to date	49,181
Average session time	15 minutes

1.2 Traffic Profile

1.2.1 Traffic by Month

Month	Unique Visitors
September 2011	7,926
October 2011	5,235
November 2011	5,406
December 2011	3,184
January 2012	4,306
February 2012	3,561
March 2012	3,569

1.2.2 Traffic by Time of Day

1.3. Game Usage

1.3.1 Progression

	Page	Pageviews	Unique Pageviews
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1	/endOfYear/1	16,345	16,051
2	/endOfYear/2	11,030	11,012
3	/endOfYear/3	7,343	7,326
4	/endOfYear/4	5,100	5,079
5	/endOfYear/5	3,840	3,290

1.3.2 Popularity of Bills Selected

	Event Label	Total Events	Unique Events
1	Chill Bill	10,608	10,485
2	Pavement Rage Bill	6,839	6,769
3	Let's Win Wimbledon Bill	6,089	6,034
4	Incompetent Shoppers Bill	5,999	5,920
5	Rowdy Train Carriage Bill	4,673	4,637
6	Adrenaline Junkie Bill	3,933	3,881
7	UK Joke Archive Bill	3,757	3,714
8	True Love Bill	3,351	3,319
9	Footbridge to France Bill	3,330	3,296
10	European Etiquette Bill	3,039	3,004

1.3.3 Popularity of Bills Passed

	Event Label	Total Events	Unique Events
1	Chill Bill	7,556	7,504
2	Pavement Rage Bill	5,165	5,144
3	Incompetent Shoppers Bill	4,487	4,461

4	Let's Win Wimbledon Bill	4,453	4,447
5	Rowdy Train Carriage Bill	3,352	3,342
6	True Love Bill	2,803	2,792
7	UK Joke Archive Bill	2,655	2,647
8	Footbridge to France Bill	2,446	2,437
9	Adrenaline Junkie Bill	2,432	2,428
10	Question Your MP Bill	2,390	2,375

1.3.4 Popularity of Bills Failed

	Event Label	Total Events	Unique Events
1	Chill Bill	1,614	1,606
2	Let's Win Wimbledon Bill	1,244	1,234
3	Adrenaline Junkie Bill	1,204	1,194
4	Pavement Rage Bill	1,134	1,129
5	Incompetent Shoppers Bill	1,098	1,092
6	Footbridge to France Bill	1,035	1,025
7	Rowdy Train Carriage Bill	1,031	1,024
8	UK Joke Archive Bill	847	842
9	Drive at 10 Bill	775	772
10	Offside Abolition Bill	722	718

1.3.5. Popularity of Bills Whipped

	Event Label	Total Events	Unique Events
1	Chill Bill	1,207	1,198
2	Pavement Rage Bill	934	930

3	Incompetent Shoppers Bill	925	919
4	Let's Win Wimbledon Bill	896	890
5	Rowdy Train Carriage Bill	777	771
6	Footbridge to France Bill	741	736
7	Adrenaline Junkie Bill	606	604
8	UK Joke Archive Bill	584	584
9	Equal Wage Packet Bill	552	550
10	True Love Bill	506	501

1.3.6. Other Content

Page	Unique visitors
Flash In-Game Help Screen	3,222
HTML About Page	1,389
Flash Teacher / Non-Facebook Version	426

1.4. Social Engagement

The Facebook app was installed by 1,024 unique users, with engagement and return visitors peaking shortly after launch and following a fairly consistent 30-40 MAU since January 2012.

The game allowed users to share their progress and achievements with their friends using either Facebook or Twitter. The following table shows how this functionality was used.

Social Network	Number of Shares
Facebook	733
Twitter	366

1.5. Player Demographic

1.5.1. Age & Gender

The following data is based solely on users who used the Facebook functionality and as such should be treated as a representative sample of the total audience.

1.5.2. Language

These values are based on Operating System and Browser settings and as such are prone to being skewed. As an example, it's likely in this instance that 'en-US' users are actually mostly UK users with misconfigured settings.

	Language	Visits	Pages/Visit	Avg. Visit Duration
1	en-us	40,341	8.23	00:14:30
2	en-gb	6,174	9.37	00:20:59
3	en	615	6.29	00:10:37
4	it	409	8.68	00:18:13
5	fr	274	6.57	00:11:09
6	it-it	204	10.63	00:22:52
7	de-de	190	6.24	00:09:38
8	no	182	6.59	00:17:02
9	de	163	7.81	00:15:39
10	es	104	6.51	00:12:59

1.5.3. Location

	Country/Territory	Visits	Avg. Visit Duration
1	United Kingdom	44,680	00:15:06
2	United States	1,051	00:19:05
3	Italy	637	00:19:22
4	Germany	400	00:12:32
5	France	250	00:14:45
6	Canada	242	00:20:41
7	Norway	214	00:17:05
8	Australia	128	00:26:48
9	Denmark	103	00:16:58

10	Spain	100	00:13:12
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1.5.3.1 Location within the UK

	Region	Visits	Avg. Visit Duration
1	England	40,005	00:15:13
2	Scotland	3,282	00:14:10
3	Wales	1,030	00:13:03
4	Northern Ireland	341	00:15:16

1.5.3.2 Location within the UK, by City

	City	Visits	Avg. Visit Duration
1	London	6,583	00:15:14
2	Leeds	1,404	00:10:38
3	Cambridge	1,283	00:05:24
4	Leicester	939	00:09:32
5	Kensington	882	00:16:33
6	Bristol	864	00:15:59
7	Birmingham	849	00:14:52
8	Manchester	731	00:17:48
9	Lambeth	628	00:19:43
10	Oxford	603	00:17:12

1.6 Traffic Sources

1.6.1 Search Traffic

1.6.1.1 Sources

	Source	Visits	Avg. Visit Duration
1	google	5,306	00:02:46
2	bing	499	00:03:16
3	search	140	00:02:33
4	yahoo	115	00:02:16
5	ask	26	00:03:05
6	search-results	19	00:03:07
7	aol	12	00:01:17
8	conduit	5	00:00:06
9	babylon	1	00:00:00
10	yandex	1	00:00:00

1.6.1.2 Search Terms

	Keyword	Visits	Avg. Visit Duration
1	create my uk	1,291	00:02:46
2	createmyuk	622	00:02:50
3	www.createmyuk.org	604	00:03:59
4	createmyuk.org	512	00:03:11
5	my uk	445	00:02:30
6	myuk	430	00:02:10
7	create my uk.org	191	00:03:00
8	create myuk	170	00:02:43
9	www.createmyuk.com	142	00:03:50
10	create a country	136	00:01:47

1.6.2 Referral Traffic