

Experian Hitwise Inspire Scottish Independence Referendum Post Event Analysis Total Visits to campaign websites increased by 49% in the last 7 days of referendum

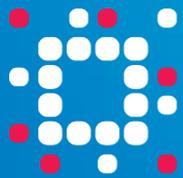
The Scottish independence referendum took place on Thursday 18th September 2014. The UK government supported a no vote to keep Scotland as part of the UK, whilst the Scottish National Party sought independence through the yes campaign.

This inspire will use data from Experian Hitwise to see what trends we can identify including:

- Visits
- Channel Reliance
- Search
- Audience



NB: Charts and tables are correct at the time of the data being published and are subject to change.



Visits

In the final two months of referendum Total Visits increased 268%

- The graph to the right shows the combined Total Visits for the two campaign websites www.yesscotland.net and www.bettertogether.net.
- We can see that Total Visits increased significantly in the final two months before the vote with **328,146 visits in July** compared to **1,209,431 in September**.
- The peak date for Total Visits to these two sites was the day before the vote, 17th September, **increasing by 49% across the previous 7 days**. This suggests that voters were still seeking information until the last minute.
- The chart to the bottom right shows how Visit Share to the two websites changed week-on-week in the run up to the vote.
- We can use this chart to understand the impact of key events offline which may have influenced voters to visit these sites. For example, after the two TV debates in August we can see that Yes Scotland's share of visits took over Better Together:

1. Week ending August 6th : First Scottish Independence TV Debate

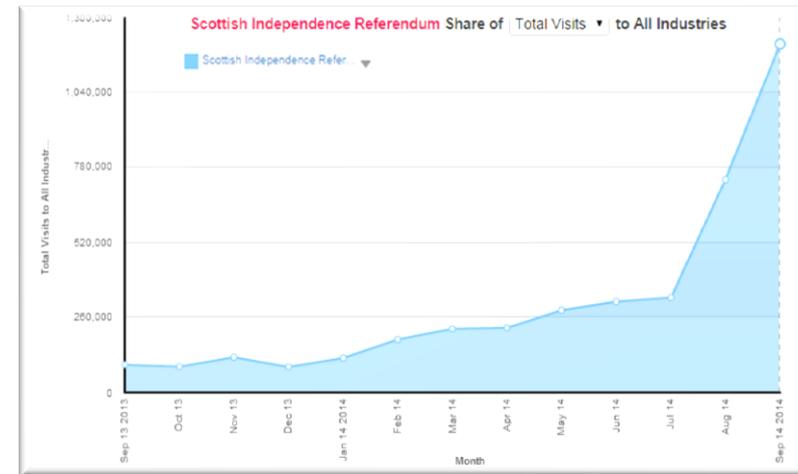
2. Week ending August 25th : Second Scottish Independence TV Debate

- At the peak in visits (week ending 20th September) **50.59%** of visits to Yes Scotland were **from a mobile device**, vs. **40.16%** for Better Together. This highlights the importance of mobile for future campaigns.

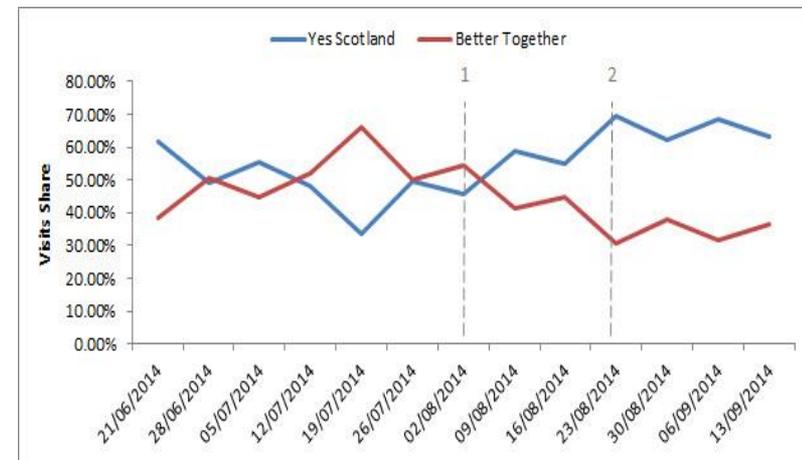
Key Takeaways

Use Rankings to understand the impact of offline activity online, such as TV.

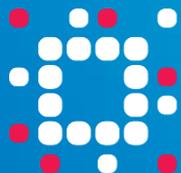
Gain insight into the importance of mobile for your industry.



How to run this report: Rankings> Subject> Industry> Scottish Independence Referendum> Monthly> Visits> Generate report



How to run this report: Rankings> Subject> Industry> Scottish Independence Referendum> Weekly > Visits> Generate report> Export to CSV



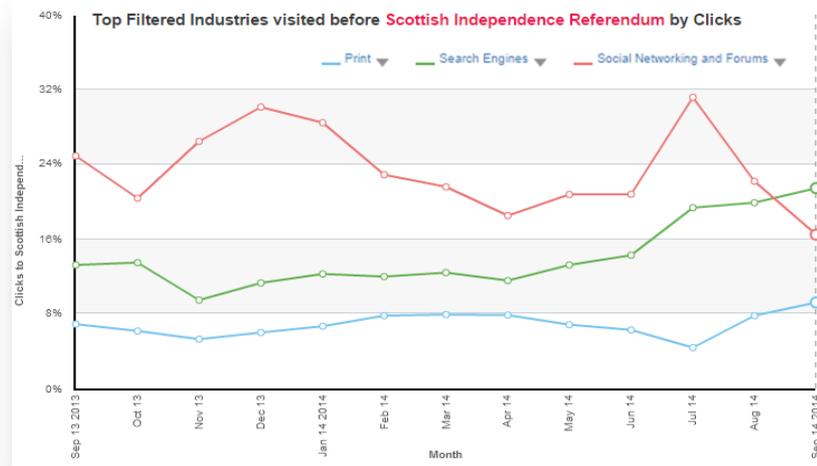
Channel Reliance Social Networks sent 31% of traffic in July

- Charting the top three channels for the two referendum sites over 12 months highlights how channel reliance shifted as the vote approached.
- Social Networking and Forums** was the key traffic industry for 11 months. At its peak in **July this channel drove 31% of clicks to these two sites** versus an average of 12% to all industries.
- Search Engines** overtook Social Networks as the key channel for these sites in September with **21.45%** share of upstream traffic (visits before). This increase from Search Engines again suggests that there will still a lot of research going on up to the last minute.
- Additionally, the referendum websites saw an increase in reliance from the **Print (News & Media)** sites in the last two months of the campaign.
- Filtering the Print (News & Media) websites driving the greatest share of traffic to the referendum websites in the month of September allows us to understand the newspaper titles engaged with before a visit.
- For the month of September there was a mixture of tabloid and broadsheets, alongside key Scottish titles. Sites with the greatest share were **The Guardian (1.90%)**, the **Daily Mail (1.00%)** and **The Telegraph (0.95%)**.

Key Takeaways

Use Clickstream to monitor the channel reliance of a website or an industry.

Understand which channels you should optimise and at different stages of a campaign.

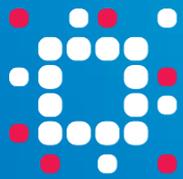


How to run this report: Clickstream> Subject> Industry> Scottish Independence Referendum> Upstream industries> Monthly> Filter> Sub industries only > Generate report> Select industries> Chart> Update chart

Month of September 2014
Upstream Websites visited before Scottish Independence Referendum

Rank	Website	Clicks
1	theGuardian.com	1.90%
2	Daily Mail	1.00%
3	Telegraph	0.95%
4	The Scotsman Online	0.67%
5	The Independent	0.59%
6	DailyRecord.co.uk	0.52%
7	Mirror.co.uk	0.27%
8	herald scotland	0.21%
9	Telegraph - Finance News	0.16%
10	The Scotsman - Edinburgh News	0.15%

How to run this report: Clickstream> Subject> Industry> Scottish Independence Referendum> Monthly>Upstream websites> Filter> Include industry> Print (News & Media)> Generate report



Search

Print (News & Media) received 35.47% share of Scottish referendum searches

- By running a search term variations report for 'Scottish Independence' (12 weeks ending 20th September) we can pinpoint the interests of the UK surrounding this topic.
- The top searches included **'Scottish independence', 'Scottish independence poll', 'Scottish independence odds'** and **'latest Scottish independence poll'**.
- Running an individual keywords report shows the most popular terms used in searches. These included: **poll (14.12%), vote (5.74%), latest (4.98%), polls (4%), Odds (3.79%)** and **debate (2.17%)**.
- At the peak in Total Visits, week ending 20th September, **Print (News & Media)** received **35.47%** share from a portfolio of Scottish referendum terms.
- The Gambling industry received share of traffic from these terms, of which paid search was evident.
- Some of the Gambling sites to benefit from a portfolio of referendum search terms, in the final week of voting, included **OddsChecker (2.51%), Ladbrokes Sportsbook (1.05%), Paddy Power (0.97%)** and **Betfair (0.48%)**.

Key Takeaways

Use Search intelligence to understand what information the online are most interested in for a particular event and write relevant content.

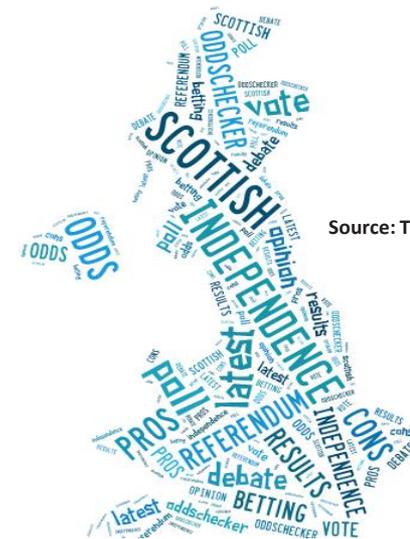
Use search term portfolios to measure Industry and website share of voice.

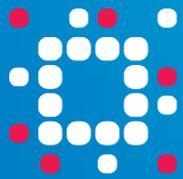
Search Terms containing **Scottish Independence** and related terms

12 Rolling Weeks ending 20 September 2014

	Search Terms (5,560 returned)	Searches	Success Rate
1	scottish independence	29.36%	74.58%
2	scottish independence poll	7.74%	76.11%
3	scottish independence odds	1.80%	74.23%
4	latest scottish independence poll	1.68%	74.85%
5	scottish independence polls	1.42%	83.71%
6	scottish independence referendum	1.19%	72.69%
7	scottish independence debate	0.68%	74.57%
8	scottish independence results	0.64%	70.45%
9	scottish independence latest poll	0.57%	53.90%
10	scottish independence vote	0.57%	68.95%

How to run this report: Search intelligence> Search Term> Scottish Independence > Search Term Variations> Searches> Generate report





Audience

Alpha Territory twice as likely to visit Better Together than Yes Scotland

- The table to the right compares the Mosaic UK Groups to visit **Better Together** vs **Yes Scotland** (4 weeks ending 20th September).
- Better Together were **twice as likely** to receive visits from **Alpha Territory**.
- Professional Rewards were **58% more likely to visit** Better Together than Yes Scotland.
- Whereas, **Yes Scotland** over-indexed for visits from **Upper Floor Living, Small Town Diversity and Claimant Cultures**.
- The table to the bottom right shows the Age Groups to visit Yes Scotland and Better Together.
- 55+ was the top age group for both sites, but Better Together over-indexed for this group with **33.06%** share of visits versus **27.44%** for Yes Scotland.
- 18-24 year olds were **17% more likely to visit Yes Scotland** than Better Together.

Key Takeaways

Use Mosaic to understand audiences online .

Compare how audiences differ demographically across industries and sites.

Mosaic UK Group of visitors to Better Together
4 Rolling Weeks ending 20 September 2014, compared with "Mosaic UK Group of visitors to Yes Scotland"

Mosaic UK Group (15 returned)	Visits Share Better Together	Visits Share Yes Scotland	Representation
A Alpha Territory	8.67%	3.87%	224
B Professional Rewards	15.46%	9.78%	158
E Active Retirement	4.80%	3.77%	127
G Careers and Kids	9.36%	7.94%	118
H New Homemakers	5.22%	4.82%	108
C Rural Solitude	5.45%	5.22%	104
L Elderly Needs	4.14%	4.12%	101
O Liberal Opinions	14.63%	15.81%	93
F Suburban Mindsets	7.43%	8.61%	86
M Industrial Heritage	3.91%	4.66%	84
I Ex-Council Community	6.85%	9.21%	74
N Terraced Melting Pot	1.84%	2.49%	74
J Claimant Cultures	2.35%	3.66%	64
D Small Town Diversity	5.80%	9.32%	62
K Upper Floor Living	4.08%	6.71%	61

How to run this report: Lifestyle> Website> Bettertogether.net> Mosaic UK Group> Compare> Website> yesscotland.net> Customise end dates to match> Generate report

Age of visitors to Yes Scotland

4 Rolling Weeks ending 20 September 2014, compared with "Age of visitors to Better Together"

	Age (5 returned)	Visits Share Yes Scotland	Visits Share Better Together	Representation
1	55+	27.44%	33.06%	83
2	45-54	20.20%	18.09%	112
3	25-34	18.31%	17.01%	108
4	18-24	17.60%	15.09%	117
5	35-44	16.45%	16.75%	98

How to run this report: Demographics> Website> Yes Scotland > Age > Compare> Better Together> Generate report