



Site Usage

2,532 Visits

70.02% Bounce Rate

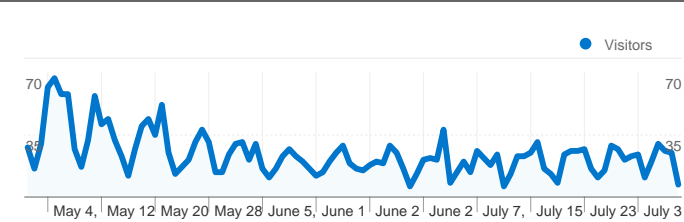
5,441 Pageviews

00:01:50 Avg. Time on Site

2.15 Pages/Visit

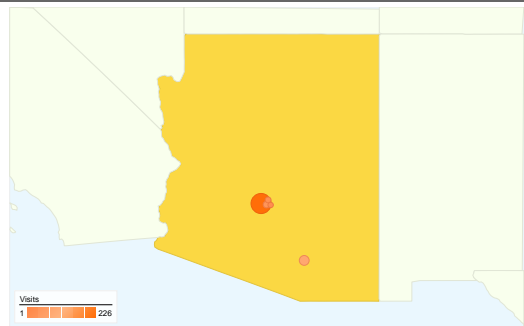
84.00% % New Visits

Visitors Overview

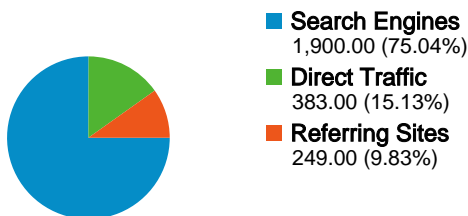


Visitors
2,211

Map Overlay 21136



Traffic Sources Overview



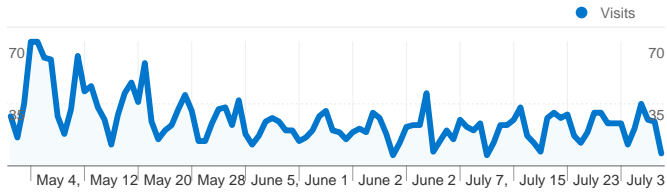
Content Overview

Pages	Pageviews	% Pageviews
/	1,277	23.47%
/harms/effects-on-the-brain	1,093	20.09%
/advice/parent-diaries	195	3.58%
/advice/tool-kit-how-tos	169	3.11%
/harms/mental-health	163	3.00%

New vs. Returning

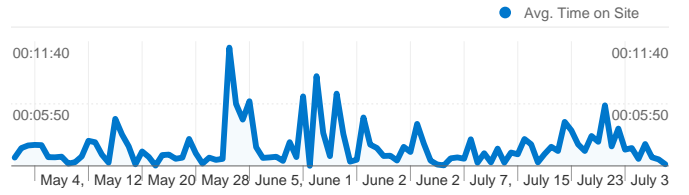
Visitor Type	Visits	% visits
New Visitor	2,129	84.08%
Returning Visitor	403	15.92%

Visits for all visitors



Visits
2,532

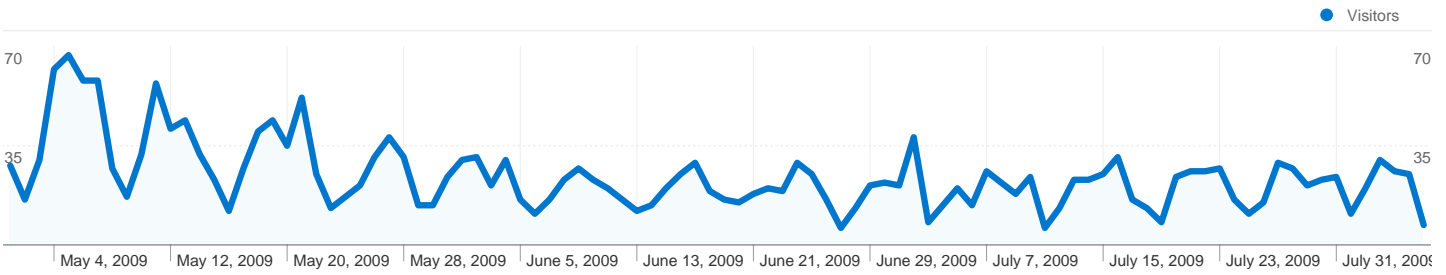
Time on Site for all visitors



Avg. Time on Site
00:01:50

Draw Your Line
Visitors Overview

May 1, 2009 - Aug 6, 2009
 Comparing to: Site



2,211 people visited this site

 **2,532** Visits


 **2,211** Absolute Unique Visitors

 **5,441** Pageviews

 **2.15** Average Pageviews

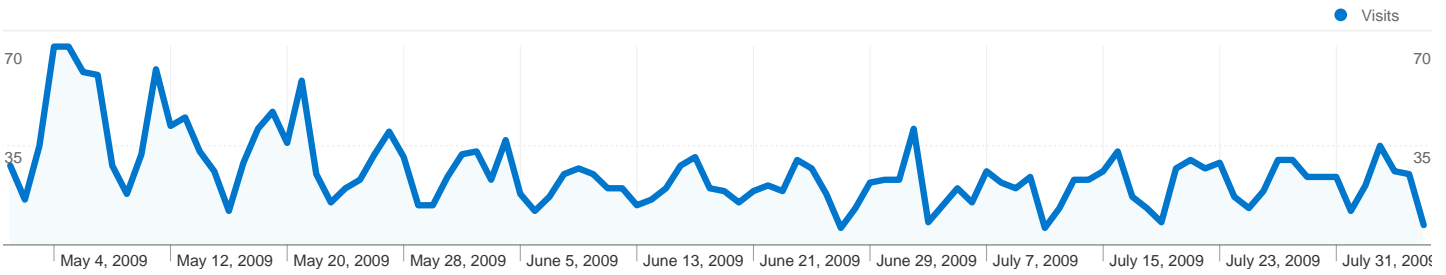
 **00:01:50** Time on Site

 **70.02%** Bounce Rate


 **84.00%** New Visits


Technical Profile


Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer	1,726	68.17%	Cable	786	31.04%
Firefox	526	20.77%	Unknown	712	28.12%
Safari	191	7.54%	DSL	563	22.24%
Chrome	43	1.70%	T1	394	15.56%
Mozilla	24	0.95%	Dialup	59	2.33%

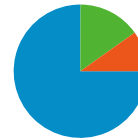


All traffic sources sent a total of 2,532 visits

 15.13% Direct Traffic

 9.83% Referring Sites

 75.04% Search Engines

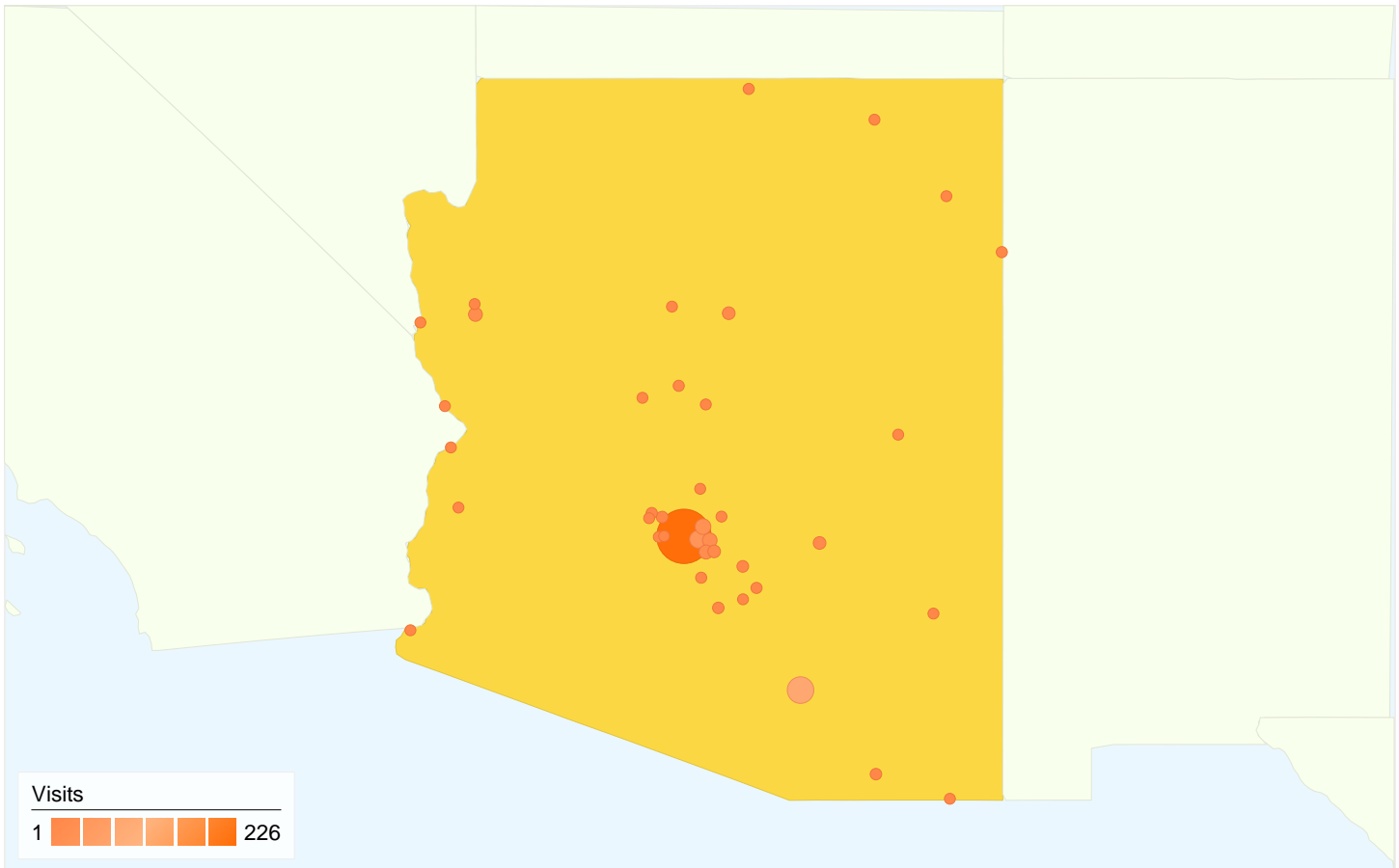


- Search Engines
1,900.00 (75.04%)
- Direct Traffic
383.00 (15.13%)
- Referring Sites
249.00 (9.83%)

Top Traffic Sources

Sources	Visits	% visits
google (organic)	1,578	62.32%
(direct) ((none))	383	15.13%
yahoo (organic)	174	6.87%
bing (organic)	55	2.17%
azgohs.gov (referral)	45	1.78%

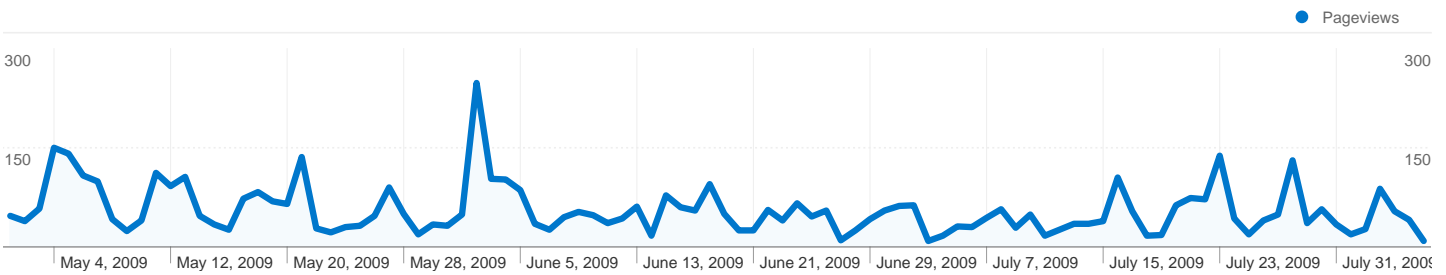
Keywords	Visits	% visits
draw the line	47	2.47%
underage drinking effects	39	2.05%
underage alcohol consumption	30	1.58%
preventing underage drinking	22	1.16%
effects of teenage drinking	21	1.11%



This state sent 505 visits via 40 cities

Site Usage						
Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate		
505 % of Site Total: 19.94%	4.12 Site Avg: 2.15 (91.86%)	00:04:29 Site Avg: 00:01:50 (143.24%)	62.57% Site Avg: 84.00% (-25.51%)	42.57% Site Avg: 70.02% (-39.20%)		
City	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
Phoenix	226	5.22	00:06:15	53.10%	40.71%	
Tucson	82	3.79	00:04:01	51.22%	37.80%	
Tempe	37	3.59	00:03:39	62.16%	43.24%	
Scottsdale	26	1.81	00:01:13	65.38%	61.54%	
Mesa	20	3.30	00:03:56	95.00%	50.00%	
Chandler	17	3.18	00:03:08	82.35%	35.29%	
Kingman	16	3.50	00:03:34	68.75%	12.50%	
Globe	10	3.80	00:02:06	100.00%	30.00%	
Gilbert	10	2.60	00:00:55	90.00%	60.00%	


Flagstaff	10	3.30	00:03:41	80.00%	50.00%
					1 - 10 of 40



Pages on this site were viewed a total of 5,441 times

 **5,441** Pageviews

 **4,327** Unique Views

 **70.02%** Bounce Rate

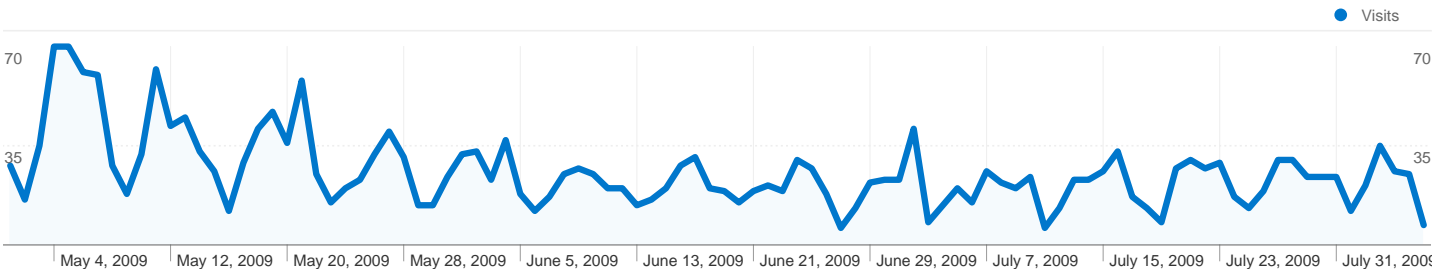
Top Content

Pages	Pageviews	% Pageviews
/	1,277	23.47%
/harms/effects-on-the-brain	1,093	20.09%
/advice/parent-diaries	195	3.58%
/advice/tool-kit-how-tos	169	3.11%
/harms/mental-health	163	3.00%

New vs. Returning

May 1, 2009 - Aug 6, 2009

Comparing to: Site



2,532 visits from 2 visitor types

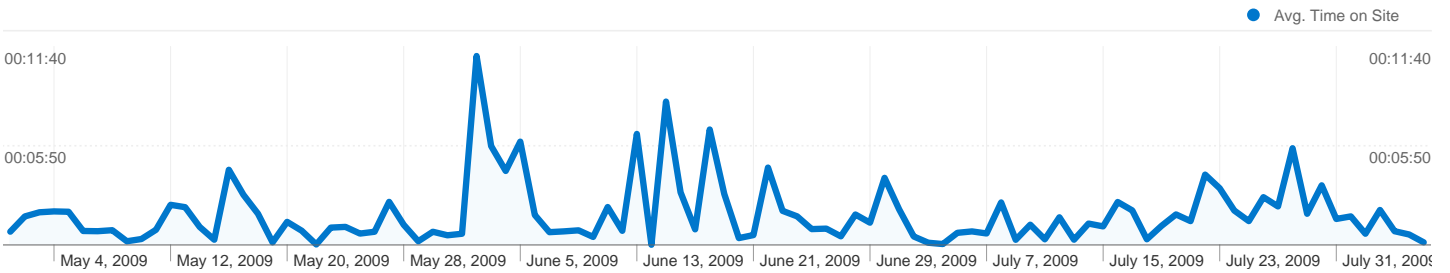
Site Usage

Visits 2,532 % of Site Total: 100.00%	Pages/Visit 2.15 Site Avg: 2.15 (0.00%)	Avg. Time on Site 00:01:50 Site Avg: 00:01:50 (0.00%)	% New Visits 84.08% Site Avg: 84.00% (0.09%)	Bounce Rate 70.02% Site Avg: 70.02% (0.00%)	
Visitor Type	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
New Visitor	2,129	1.85	00:01:23	100.00%	73.60%
Returning Visitor	403	3.75	00:04:16	0.00%	51.12%

Time on Site for all visitors

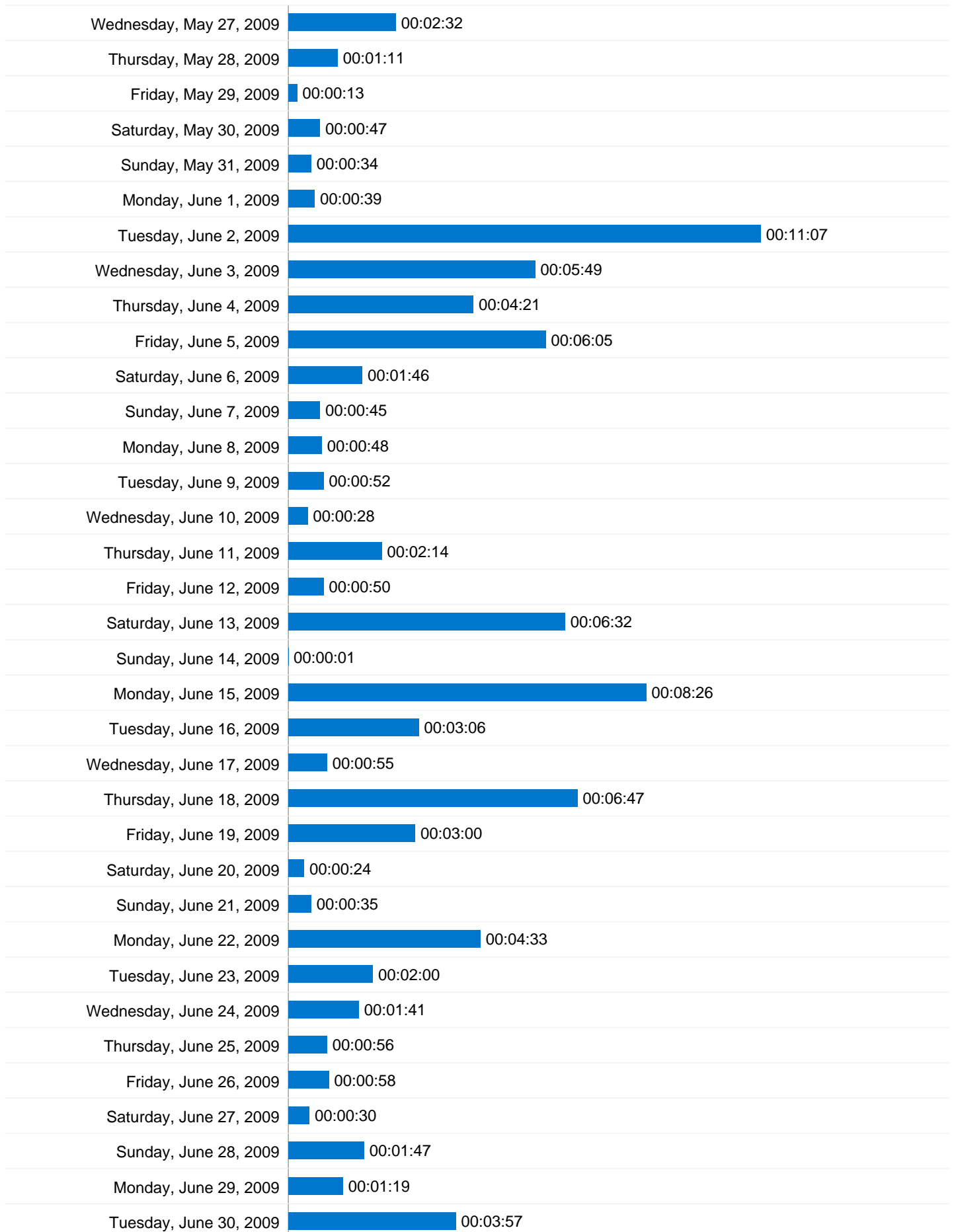
May 1, 2009 - Aug 6, 2009




































Comparing to: Site





00:01:50 Avg. Time on Site

Friday, May 1, 2009	00:00:47
Saturday, May 2, 2009	00:01:41
Sunday, May 3, 2009	00:01:55
Monday, May 4, 2009	00:01:58
Tuesday, May 5, 2009	00:01:57
Wednesday, May 6, 2009	00:00:49
Thursday, May 7, 2009	00:00:48
Friday, May 8, 2009	00:00:52
Saturday, May 9, 2009	00:00:13
Sunday, May 10, 2009	00:00:21
Monday, May 11, 2009	00:00:54
Tuesday, May 12, 2009	00:02:22
Wednesday, May 13, 2009	00:02:13
Thursday, May 14, 2009	00:01:03
Friday, May 15, 2009	00:00:18
Saturday, May 16, 2009	00:04:25
Sunday, May 17, 2009	00:02:57
Monday, May 18, 2009	00:01:50
Tuesday, May 19, 2009	00:00:09
Wednesday, May 20, 2009	00:01:21
Thursday, May 21, 2009	00:00:50
Friday, May 22, 2009	00:00:02
Saturday, May 23, 2009	00:01:01
Sunday, May 24, 2009	00:01:04
Monday, May 25, 2009	00:00:40
Tuesday, May 26, 2009	00:00:47



Wednesday, July 1, 2009	 00:02:06
Thursday, July 2, 2009	 00:00:30
Friday, July 3, 2009	 00:00:08
Saturday, July 4, 2009	 00:00:03
Sunday, July 5, 2009	 00:00:43
Monday, July 6, 2009	 00:00:48
Tuesday, July 7, 2009	 00:00:41
Wednesday, July 8, 2009	 00:02:30
Thursday, July 9, 2009	 00:00:18
Friday, July 10, 2009	 00:01:11
Saturday, July 11, 2009	 00:00:20
Sunday, July 12, 2009	 00:01:38
Monday, July 13, 2009	 00:00:18
Tuesday, July 14, 2009	 00:01:15
Wednesday, July 15, 2009	 00:01:05
Thursday, July 16, 2009	 00:02:32
Friday, July 17, 2009	 00:02:02
Saturday, July 18, 2009	 00:00:20
Sunday, July 19, 2009	 00:01:07
Monday, July 20, 2009	 00:01:48
Tuesday, July 21, 2009	 00:01:24
Wednesday, July 22, 2009	 00:04:08
Thursday, July 23, 2009	 00:03:20
Friday, July 24, 2009	 00:02:01
Saturday, July 25, 2009	 00:01:24
Sunday, July 26, 2009	 00:02:49
Monday, July 27, 2009	 00:02:16
Tuesday, July 28, 2009	 00:05:41
Wednesday, July 29, 2009	 00:01:50
Thursday, July 30, 2009	 00:03:30
Friday, July 31, 2009	 00:01:32
Saturday, August 1, 2009	 00:01:41
Sunday, August 2, 2009	 00:00:39
Monday, August 3, 2009	 00:02:03
Tuesday, August 4, 2009	 00:00:48

Wednesday, August 5, 2009  00:00:37

Thursday, August 6, 2009  00:00:09

Visits for all visitors

May 1, 2009 - Aug 6, 2009

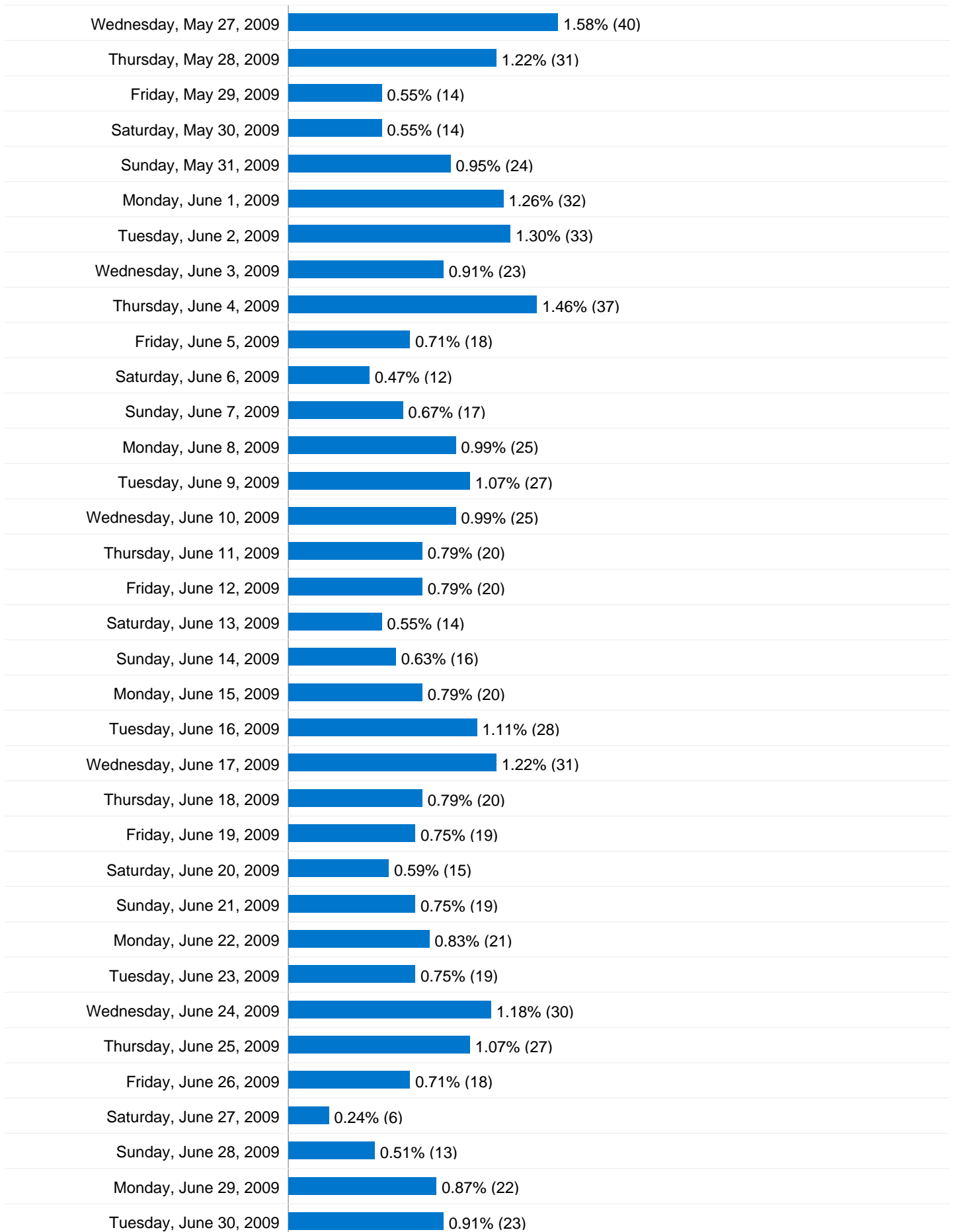
Comparing to: Site

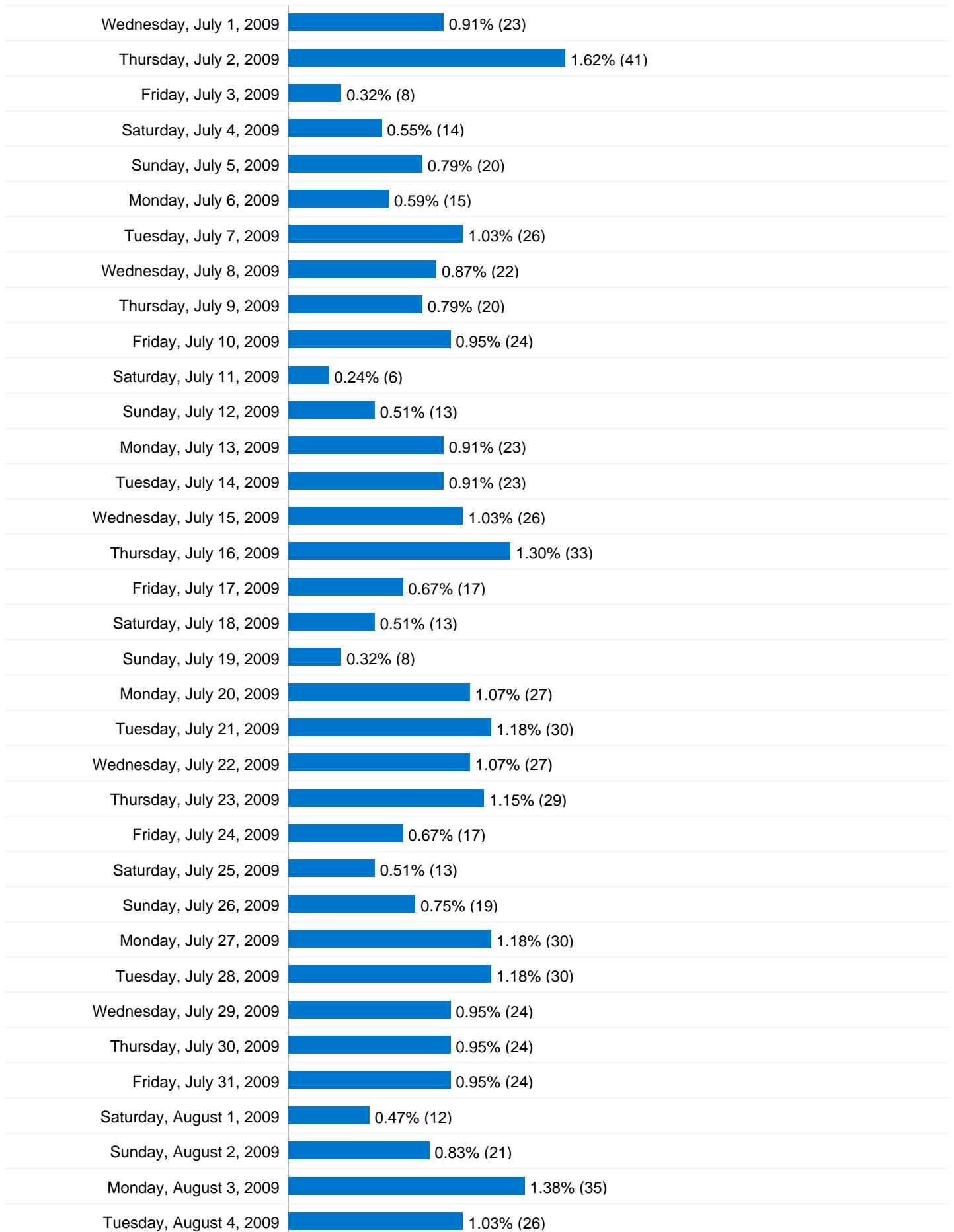


2,532 Visits


25.84 Visits / Day

Friday, May 1, 2009	1.11% (28)
Saturday, May 2, 2009	0.63% (16)
Sunday, May 3, 2009	1.38% (35)
Monday, May 4, 2009	2.76% (70)
Tuesday, May 5, 2009	2.76% (70)
Wednesday, May 6, 2009	2.41% (61)
Thursday, May 7, 2009	2.37% (60)
Friday, May 8, 2009	1.11% (28)
Saturday, May 9, 2009	0.71% (18)
Sunday, May 10, 2009	1.26% (32)
Monday, May 11, 2009	2.45% (62)
Tuesday, May 12, 2009	1.66% (42)
Wednesday, May 13, 2009	1.78% (45)
Thursday, May 14, 2009	1.30% (33)
Friday, May 15, 2009	1.03% (26)
Saturday, May 16, 2009	0.47% (12)
Sunday, May 17, 2009	1.15% (29)
Monday, May 18, 2009	1.62% (41)
Tuesday, May 19, 2009	1.86% (47)
Wednesday, May 20, 2009	1.42% (36)
Thursday, May 21, 2009	2.29% (58)
Friday, May 22, 2009	0.99% (25)
Saturday, May 23, 2009	0.59% (15)
Sunday, May 24, 2009	0.79% (20)
Monday, May 25, 2009	0.91% (23)
Tuesday, May 26, 2009	1.26% (32)





Wednesday, August 5, 2009  0.99% (25)

Thursday, August 6, 2009  0.28% (7)