

# Cascade Radio Website Analytics by:



**KBAI - KPUG - KGMI - KISM - KAFE**  
**1-1-19 to 8-1-19 Comparing**  
**1-1-18 to 8-1-18**

# Overview

## 5 Stations Web Traffic Stats 1-1-19 to 8-1-19 comparing 1-1-18 to 8-1-18

KAFE Audience Overview 1-1-19 comparing 8-1-19  
& 1-1-18 to 8-1-18

Was 100,606 grew to 194,950 = 93.78% growth

KGMI Audience Overview 1-1-19 comparing 8-1-19 &  
1-1-18 to 8-1-18

Was 382,751 grew to 602,439 = 57.40% growth

KISM Audience Overview 1-1-19 comparing 8-1-19 &  
1-1-18 to 8-1-18

Was 91,233 grew to 139,142 = 52.51% growth

KPUG Audience Overview 1-1-19 comparing 8-1-19  
& 1-1-18 to 8-1-18

Was 91,529 grew to 146,184 = 59.71% growth

KBAI Audience Overview 1-1-19 comparing 8-1-19 &  
1-1-18 to 8-1-18

Was 21,716 grew to 47,052 = 116.67% growth

KBAI - 21,716 - 47,052 = 25,336 --- More new traffic  
than previous year

KPUG - 91,529 - 146,184 = 54,655

KGMI - 382,751 - 602,439 = 219,688

KISM - 91,233 - 139,142 = 47,909

KAFE - 100,606 - 194,950 = 94,344

2019 = 194,950 + 602,439 + 139,142 + 146,184 +  
47,052 = 1,129,767

2018 = 100,606 + 382,751 + 91,233 + 91,529 + 21,716  
= 687,835

difference YOY = 441,932

687,835/ 1,129,767 = .6088% = 60.88% growth AVG all  
5 Stations

1,129,767/ 687,835 = 1.64

### Audience Overview ✓

All Users +0.00% Users

+ Add Segment

Jan 1, 2019 - Aug 1, 2019  
Compare to: Jan 1, 2018 - Aug 1, 2018

#### Overview

Users vs. Select a metric

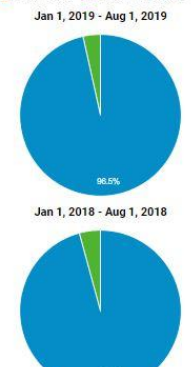
Hourly Day Week Month

Jan 1, 2019 - Aug 1, 2019: ● Users  
Jan 1, 2018 - Aug 1, 2018: ● Users



<b>Users</b> <span style="color: green;">+116.67%</span> 47,052 vs 21,716	<b>New Users</b> <span style="color: green;">+115.93%</span> 46,928 vs 21,733	<b>Sessions</b> <span style="color: green;">+90.72%</span> 50,698 vs 26,583	<b>Number of Sessions per User</b> <span style="color: red;">-11.98%</span> 1.08 vs 1.22	<b>Pageviews</b> <span style="color: green;">+71.32%</span> 108,584 vs 63,382	<b>Pages / Session</b> <span style="color: red;">-10.17%</span> 2.14 vs 2.38	<b>Avg. Session Duration</b> <span style="color: red;">-58.75%</span> 00:00:14 vs 00:00:34	<b>Bounce Rate</b> <span style="color: red;">-76.15%</span> 0.42% vs 1.75%
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■ New Visitor ■ Returning Visitor



**KBAI +116.67%**

**1-1-19 to 8-1-19 & 1-1-18 to 8-1-18**

All Users  
+0.00% Users

+ Add Segment

Jan 1, 2019 - Aug 1, 2019  
Compare to: Jan 1, 2018 - Aug 1, 2018

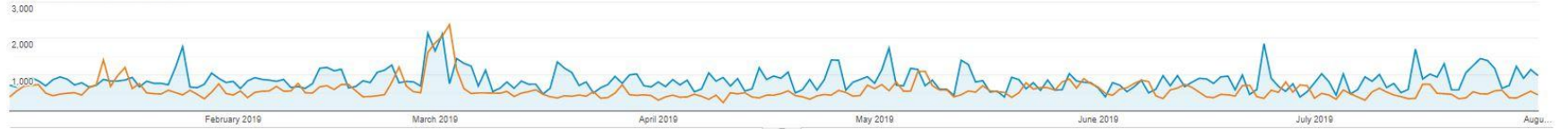
## Overview

Users vs. Select a metric

Hourly Day Week Month

Jan 1, 2019 - Aug 1, 2019: Users

Jan 1, 2018 - Aug 1, 2018: Users



Users

**59.71%**

146,184 vs 91,529



New Users

**62.52%**

144,699 vs 89,037



Sessions

**44.23%**

192,893 vs 133,737



Number of Sessions per User

**-9.69%**

1.32 vs 1.46



Pageviews

**12.00%**

351,621 vs 313,952



Pages / Session

**-22.35%**

1.82 vs 2.35



Avg. Session Duration

**-59.37%**

00:00:27 vs 00:01:06



Bounce Rate

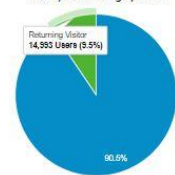
**-3.17%**

41.47% vs 42.83%

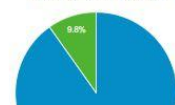


New Visitor Returning Visitor

Jan 1, 2019 - Aug 1, 2019



Jan 1, 2018 - Aug 1, 2018

**KPUG +59.71%****1-1-19 to 8-1-19 & 1-1-18 to 8-1-18**

All Users  
+0.00% Users

+ Add Segment

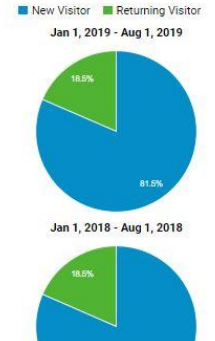
Jan 1, 2019 - Aug 1, 2019  
Compare to: Jan 1, 2018 - Aug 1, 2018

Overview

Users vs. Select a metric

Hourly Day Week Month

Jan 1, 2019 - Aug 1, 2019: ● Users  
Jan 1, 2018 - Aug 1, 2018: ● Users



**KGMI +57.40%**

**1-1-19 to 8-1-19 & 1-1-18 to 8-1-18**

All Users  
+0.00% Users

+ Add Segment

Jan 1, 2019 - Aug 1, 2019  
Compare to: Jan 1, 2018 - Aug 1, 2018

Overview

Users VS. Select a metric

Hourly Day Week Month

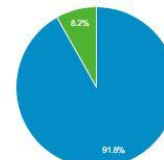
Jan 1, 2019 - Aug 1, 2019: ● Users  
Jan 1, 2018 - Aug 1, 2018: ● Users



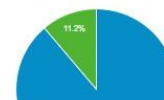
Metric	Jan 1, 2019 - Aug 1, 2019	Jan 1, 2018 - Aug 1, 2018
Users	52.51%	139,142 vs 91,233
New Users	55.25%	137,763 vs 88,735
Sessions	28.91%	202,659 vs 157,212
Number of Sessions per User	-15.48%	1.46 vs 1.72
Pageviews	19.42%	409,066 vs 342,533
Pages / Session	-7.36%	2.02 vs 2.18
Avg. Session Duration	-18.59%	00:00:45 vs 00:00:55
Bounce Rate	-1.19%	42.08% vs 42.58%

■ New Visitor ■ Returning Visitor

Jan 1, 2019 - Aug 1, 2019



Jan 1, 2018 - Aug 1, 2018



KISM +52.51%

1-1-19 to 8-1-19 & 1-1-18 to 8-1-18

All Users  
+0.00% Users

+ Add Segment

Jan 1, 2019 - Aug 1, 2019  
Compare to: Jan 1, 2018 - Aug 1, 2018

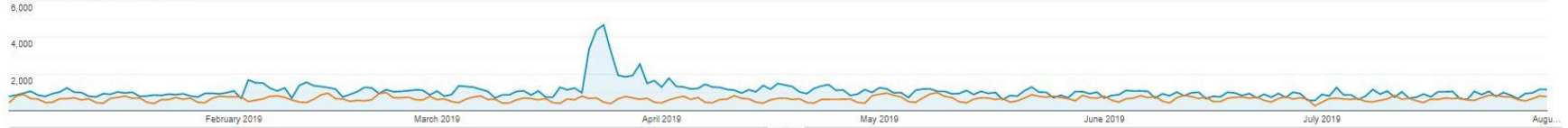
Overview

Users vs. Select a metric

Hourly Day Week Month

Jan 1, 2019 - Aug 1, 2019: Users

Jan 1, 2018 - Aug 1, 2018: Users



Users

93.78%  
194,950 vs 100,606

New Users

96.32%  
192,952 vs 98,285

Sessions

65.52%  
247,184 vs 149,335

Number of Sessions per User

-14.58%  
1.27 vs 1.48

Pageviews

37.57%  
489,582 vs 355,888

Pages / Session

-16.89%  
1.98 vs 2.38

Avg. Session Duration

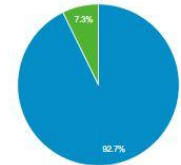
-34.44%  
00:00:37 vs 00:00:56

Bounce Rate

-8.61%  
39.12% vs 42.80%

New Visitor Returning Visitor

Jan 1, 2019 - Aug 1, 2019



Jan 1, 2018 - Aug 1, 2018



KAFE +93.78%

1-1-19 to 8-1-19 & 1-1-18 to 8-1-18