- Average number of page views per month: 1,500,000.
- Average number of unique user sessions (one user looking at any page or pages of the site): 670,000 per month.
- 85 percent of all visitors come to the site more than once!
- 76 percent of users are from the United States.
- 24 percent of users are from outside the United States.
- On average, 25,000 users per month come from the arizona.edu domain, meaning those visitors are local and on campus.
- Ads are shown an average of 1,500-3,000 times per day depending on the time of year and total site traffic! That means an ad run for a month will be shown between 70,000 and 100,000 times.