



# Demographics

Help Documentation

## Demographics

### User Agents

#### **Browsers**

This report displays the most popular browsers used by your visitors during the selected date range. Webmasters can use this report to ensure that their website loads properly in all of the browsers used by your visitors. Conversely, if a particular browser becomes less and less popular, or disappears completely from this report, designers can potentially remove any custom coding added to a site specifically for that browser or browser version.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

#### **Browser Versions**

This report displays the most popular versions of browsers used by your website visitors during the selected date range. Webmasters can use this report to ensure that their website loads properly in all of the browsers used by your visitors. Conversely, if a particular browser version becomes less and less popular, or disappears completely from this report, designers can potentially remove any custom coding added to a site specifically for that browser version.

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#### **Devices**

This report displays the mobile and desktop devices used by website visitors during the selected date range. Webmasters can use this report to ensure that their website loads properly in all of the devices used by visitors to the site. In addition, this report can be used to better understand the type of traffic that a site receives. For example, if a marked increase in mobile browsing is noticed, changes to the site may need to be made to accommodate that shift.

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## Mobile Devices

This report displays the mobile devices used by website visitors during the selected date range. It can be used to better understand the type of traffic that a site receives. For example, if a marked increase in mobile browsing is noticed, changes to the site may need to be made to accommodate that shift.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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## Device Versions

This report displays the most popular versions of the devices (mobile or desktop) used by your website visitors during the selected date range. Webmasters can use this report to ensure that their website loads properly in all of the devices used by your visitors. In addition, this report can be used to better understand the type of traffic (e.g., mobile versus desktop) that your site receives. If a marked increase in mobile browsing is noticed, changes to the site may need to be made to accommodate that shift.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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## Operating Systems

This report displays the most popular operating systems used by your website visitors during the selected date range. In addition, this report can be used to better understand the type of traffic (e.g., mobile versus desktop) that your site receives. If a marked increase in mobile browsing is noticed, changes to the site may need to be made to accommodate that shift. Note: Some user agents, such as Microsoft Web Service Client, do not send information about the platform they are running on. In those cases, they will be categorized as "unknown" in this report.

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## Operating System Versions

This report displays the most popular versions of operating systems used by your website visitors during the selected date range. Webmasters can use this report to ensure that their website loads properly in all of the operating systems used by your visitors. In addition, this report can be used to better understand the type of traffic (e.g., mobile versus desktop) that your site receives. If a marked increase in mobile browsing is noticed, changes to the site may need to be made to accommodate that shift.

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## User Agents

A user agent is the raw information relating to the visitor connecting to your site. Whenever someone, or some thing, connects to your website, they are passing information pertaining to the agent used to connect to your site. While most see Internet Explorer as the method of connection, a Web server sees something like: mozilla/4.0 (compatible; msie 6.0; windows nt 5.0). This is the user agent. Web browsers, search engine spiders and robots, and various website monitoring tools all have specific user agents.

This report displays information about the user agent and is most commonly used by advanced users and website developers. For example, this report can be used to determine the proportion of users that are using traditional Web browsers versus accessing your site via mobile phone or other devices.

In addition, the user agent string is one of the criteria by which Web crawlers can be excluded from certain pages or parts of a website using the robots.txt file. This allows webmasters to request exclusion of individual webpages or directories from the data gathered by a particular crawler, or when a particular crawler is using up too much bandwidth, by requesting that crawler not to visit certain pages.

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## **Countries**

### **World Countries**

This report shows the traffic from the countries of the world, with the highest activity country being listed first. The countries that visitors are coming from are identified by IP address.

This report is useful for business owners and/or marketers as it can expose previously unknown potential for growth. If there is a marked increase in website visitors from a particular country it may be worth starting a PPC campaign to further increase that traffic or even possibly creating a version of the website specifically for visitors from that country.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to [Understanding Report Items](#) .

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### **African Countries**

This report shows the traffic from the countries of Africa, with the highest activity country being listed first. The countries that visitors are coming from are identified by IP address.

This report is useful for business owners and/or marketers as it can expose previously unknown potential for growth. If there is a marked increase in website visitors from a particular country it may be worth starting a PPC campaign to further increase that traffic or even possibly creating a version of the website specifically for visitors from that country.

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### **Asian Countries**

This report shows the traffic from the countries of Asia, with the highest activity country being listed first. The countries that visitors are coming from are identified by IP address.

This report is useful for business owners and/or marketers as it can expose previously unknown potential for growth. If there is a marked increase in website visitors from a particular country it may be worth starting a PPC campaign to further increase that traffic or even possibly creating a version of the website specifically for visitors from that country.

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## European Countries

This report shows the traffic from the countries of Europe, with the highest activity country being listed first. The countries that visitors are coming from are identified by IP address.

This report is useful for business owners and/or marketers as it can expose previously unknown potential for growth. If there is a marked increase in website visitors from a particular country it may be worth starting a PPC campaign to further increase that traffic or even possibly creating a version of the website specifically for visitors from that country.

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## North American Countries

This report shows the traffic from the countries of North America, with the highest activity country being listed first. The countries that visitors are coming from are identified by IP address.

This report is useful for business owners and/or marketers as it can expose previously unknown potential for growth. If there is a marked increase in website visitors from a particular country it may be worth starting a PPC campaign to further increase that traffic or even possibly creating a version of the website specifically for visitors from that country.

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## Oceanic Countries

This report shows the traffic from the countries of Oceania (i.e., Australia, New Zealand, Tasmania, etc.), with the highest activity country being listed first. The countries that visitors are coming from are identified by IP address.

This report is useful for business owners and/or marketers as it can expose previously unknown potential for growth. If there is a marked increase in website visitors from a particular country it may

be worth starting a PPC campaign to further increase that traffic or even possibly creating a version of the website specifically for visitors from that country.

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## **South American Countries**

This report shows the traffic from the countries of South America, with the highest activity country being listed first. The countries that visitors are coming from are identified by IP address.

This report is useful for business owners and/or marketers as it can expose previously unknown potential for growth. If there is a marked increase in website visitors from a particular country it may be worth starting a PPC campaign to further increase that traffic or even possibly creating a version of the website specifically for visitors from that country.

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## **Regions**

### **United States**

This report shows the traffic from the states of the United States of America, with the highest activity state being listed first. The states that visitors are coming from are identified by IP address.

This report is useful for business owners and/or marketers as it can expose previously unknown potential for growth. If there is a marked increase in website visitors from a particular state it may be worth starting a PPC campaign to further increase that traffic or, if the business has a brick-and-mortar storefront, exploring the possibility for opening a business in that state.

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## Canadian Provinces

This report shows the traffic from the provinces of Canada, with the highest activity state being listed first. The provinces that visitors are coming from are identified by IP address.

This report is useful for business owners and/or marketers as it can expose previously unknown potential for growth. If there is a marked increase in website visitors from a particular province it may be worth starting a PPC campaign to further increase that traffic or even possibly creating a version of the website specifically for visitors from that province. (e.g., a French Canadian version specifically for Quebec).

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## Cities

### World Cities

This report shows the traffic from cities around the world, with the highest activity city being listed first. The cities that visitors are coming from are identified by IP address.

This report is useful for business owners and/or marketers as it can expose previously unknown potential for growth. If there is a marked increase in website visitors from a particular city it may be worth starting a PPC campaign to further increase that traffic or even possibly creating a version of the website specifically for visitors from that city.

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### African Cities

This report shows the traffic from the cities and countries of Africa, with the highest activity country being listed first. The cities that visitors are coming from are identified by IP address.

This report is useful for business owners and/or marketers as it can expose previously unknown potential for growth. If there is a marked increase in website visitors from a particular city it may be worth starting a PPC campaign to further increase that traffic or even possibly creating a landing page specifically for visitors from that city.



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## Asian Cities

This report shows the traffic from the cities and countries of Asia, with the highest activity city being listed first. The cities that visitors are coming from are identified by IP address.

This report is useful for business owners and/or marketers as it can expose previously unknown potential for growth. If there is a marked increase in website visitors from a particular city it may be worth starting a PPC campaign to further increase that traffic or even possibly creating a landing page specifically for visitors from that city. Note: This report can be added as a report item to a custom report. For more information on report items, refer to [Understanding Report Items](#) .

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## European Cities

This report shows the traffic from the cities and countries of Europe, with the highest activity city being listed first. The cities that visitors are coming from are identified by IP address.

This report is useful for business owners and/or marketers as it can expose previously unknown potential for growth. If there is a marked increase in website visitors from a particular city it may be worth starting a PPC campaign to further increase that traffic or even possibly creating a landing page specifically for visitors from that city.

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## North American Cities

This report shows the traffic from the cities and countries of North America, with the highest activity city being listed first. The cities that visitors are coming from are identified by IP address.

This report is useful for business owners and/or marketers as it can expose previously unknown potential for growth. If there is a marked increase in website visitors from a particular city it may be worth starting a PPC campaign to further increase that traffic or even possibly creating a landing page specifically for visitors from that city.

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## Oceanic Cities

This report shows the traffic from the cities of Oceania, with the highest activity city being listed first. The cities that visitors are coming from are identified by IP address.

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## South American Cities

This report shows the traffic from the cities and countries of South America, with the highest activity city being listed first. The cities that visitors are coming from are identified by IP address.

This report is useful for business owners and/or marketers as it can expose previously unknown potential for growth. If there is a marked increase in website visitors from a particular city it may be worth starting a PPC campaign to further increase that traffic or even possibly creating a landing page specifically for visitors from that city.

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## United States Cities

This report shows the traffic from the cities and states of the United States of America, with the

highest activity city being listed first. The cities that visitors are coming from are identified by IP address.

This report is useful for business owners and/or marketers as it can expose previously unknown potential for growth. If there is a marked increase in website visitors from a particular city it may be worth starting a PPC campaign to further increase that traffic or even possibly creating a landing page specifically for visitors from that city.

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## Canadian Cities

This report shows the traffic from the cities and provinces of Canada, with the highest activity city being listed first. The cities that visitors are coming from are identified by IP address.

This report is useful for business owners and/or marketers as it can expose previously unknown potential for growth. If there is a marked increase in website visitors from a particular city it may be worth starting a PPC campaign to further increase that traffic or even possibly creating a landing page specifically for visitors from that city.

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