

Gender

37.7%

62.3%

male

female

Mobile

25.1%

73.6%

desktop

mobile

tablet

Gender	Users	New U...	Sessi...	Pages...	Avg. S...	Bounc...
1. male	201,521	179,986	263,091	5.47	00:03:24	40.67%
2. female	112,537	98,518	155,192	5.43	00:03:55	40.55%

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Age / Users

Gender	65+	55-64	45-54	35-44	25-34
male	535	649	1,252	2,254	4,601
female	306	451	805	1,160	2,805

Age

New Visitor

Returning Visitor

25-34	
18-24	
35-44	
45-54	
55-64	
65+	

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Age	Users	New U...	Sessio...	Pages ...	Avg. S...	Bounc...
1. 25-34	119,764	105,235	163,370	5.74	00:03:46	38.55%
2. 35-44	52,656	45,970	69,576	5.77	00:03:35	39.19%
3. 18-24	69,209	61,895	90,380	4.86	00:03:17	43.9%
4. 45-54	31,356	27,603	41,320	5.44	00:03:47	40.74%
5. 65+	10,202	8,993	13,296	5.37	00:03:32	40.81%
6. 55-64	14,232	12,954	19,109	5.07	00:03:43	42.13%

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Region Globally

	Country	Users	Sessions	Pages / Session	Avg. Session Duration
1.	Norway	86	108	3.31	00:02:35
2.	Chile	142	201	3.75	00:02:36

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Region within US

	Region	City	Us...	New U...	Sessi...	Page...	Avg. S...	Boun...
1.	Virginia	Ashburn	2,688	2,684	2,717	5.79	00:01:08	28.01%
2.	New York	New York	1,132	962	1,715	7.28	00:04:44	29.68%
3.	(not set)	(not set)	1,119	1,036	1,341	2.89	00:02:22	59.28%
4.	California	San Jose	796	636	1,306	7.51	00:04:56	26.19%
5.	California	San Fra...	733	609	1,084	7.98	00:04:49	21.4%

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Affinity

Users

Shoppers/Value Shoppers

Media & Entertainment/Movie Lovers

Technology/Technophiles

Lifestyles & Hobbies/Green Living Enthusiasts

Media & Entertainment/Music Lovers

Media & Entertainment/Light TV Viewers

Travel/Business Travelers

Beauty & Wellness/Frequently Visits Salons

Lifestyles & Hobbies/Outdoor Enthusiasts

Travel/Travel Buffs

Affinity Cate...	Users	Ne...	Ses...	Pages...	Avg. Ti...	Bounce...
1. Media & Enterta...	21	20	22	3.64	00:01:32	40.91%
2. Media & Enterta...	1,017	944	1,265	4.63	00:00:44	48.06%
3. Shoppers/Barg...	4,783	4,302	6,416	5.3	00:00:48	41.63%
4. Sports & Fitnes...	265	237	342	6.49	00:00:51	37.13%
5. Media & Enterta...	628	558	831	5.61	00:00:45	40.91%
6. Media & Enterta...	659	607	875	3.9	00:01:00	44.34%
7. Media & Enterta...	144	136	174	3.76	00:00:51	45.98%
8. Food & Dining/...	6,932	5,972	9,687	6.21	00:00:47	36.76%

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In-Market Segment

Users

Employment

Software/Business & Productivity

Software

Financial Services/Investment Services

Business Services/Business Technology/Enterprise Software

Business Services/Staffing & Recruitment Services

In-Market Seg...	U...	New ...	Ses...	Pages...	Avg. Ti...	Bounce...
1. Employment	7...	60,730	100,...	6.17	00:00:47	36.15%
2. Software/Busines...	6...	53,218	79,985	5.28	00:00:49	40.83%
3. Consumer Electro...	4...	39,658	56,445	4.98	00:00:45	42.13%
4. Education/Post-S...	3...	29,148	42,629	4.9	00:00:53	43.21%
5. Business Service...	6...	56,106	84,332	4.46	00:01:01	44.99%
6. Apparel & Access...	3...	29,257	44,741	5.27	00:00:50	37.9%
7. Real Estate/Resid...	2...	20,542	31,284	5.64	00:00:48	39.17%
8. Real Estate/Resid...	3...	26,288	43,373	6.56	00:00:46	32.74%

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