How to find information on user devices, regions, and languages in GA4

What you'll learn

1 Devices users are on when they visit your website

2 Regions where users visit your website

3 Language settings in browsers used to visit your website

4 Request support and connect with other practitioners

Disclaimer

All references to specific brands, products, and/or companies are used only for illustrative purposes and do not imply endorsement by the U.S. federal government or any federal government agency.
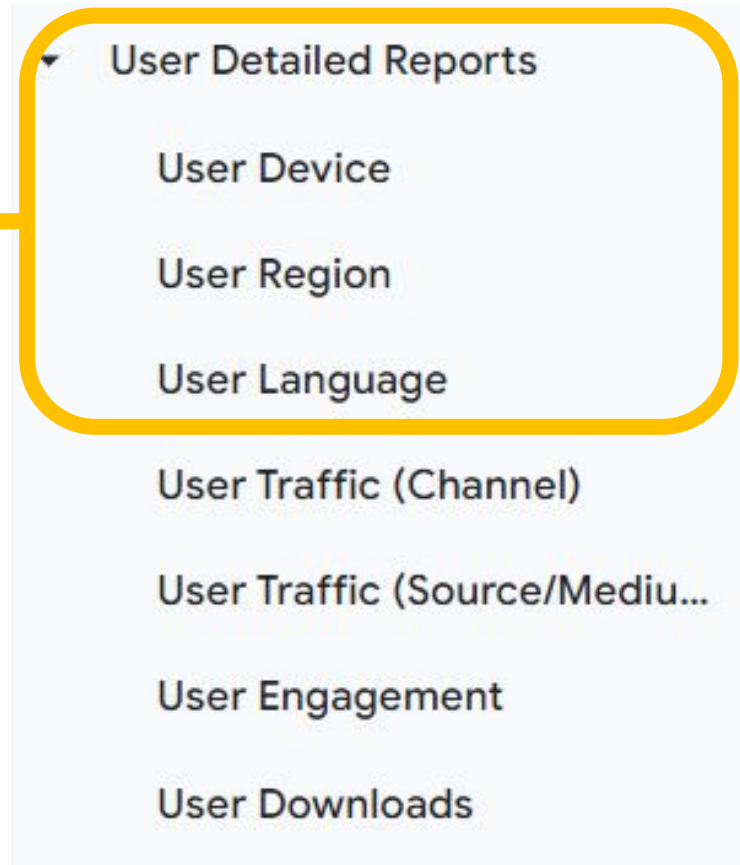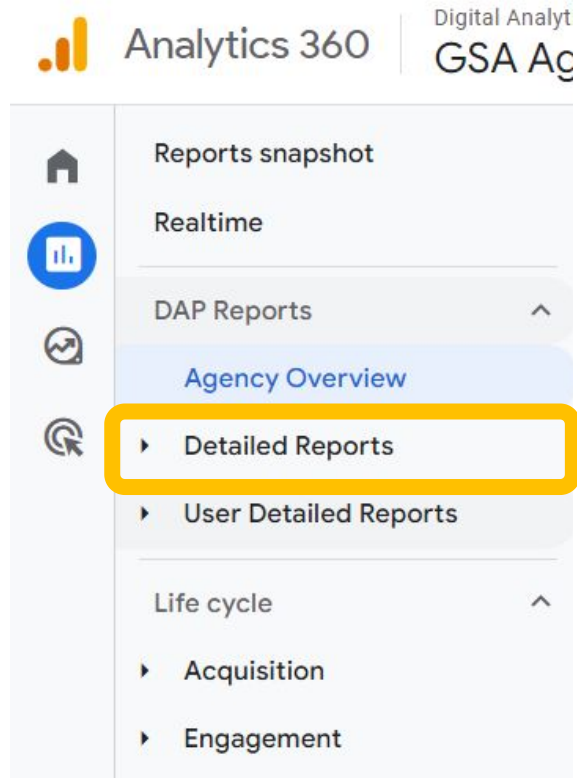
Data availability

The DAP team launched its custom Google Analytics 4 code in August 2023.

Therefore, all data in DAP is available
as of August 1, 2023.

How to use custom reports

User detailed reports

User detailed reports: User device

Report insight

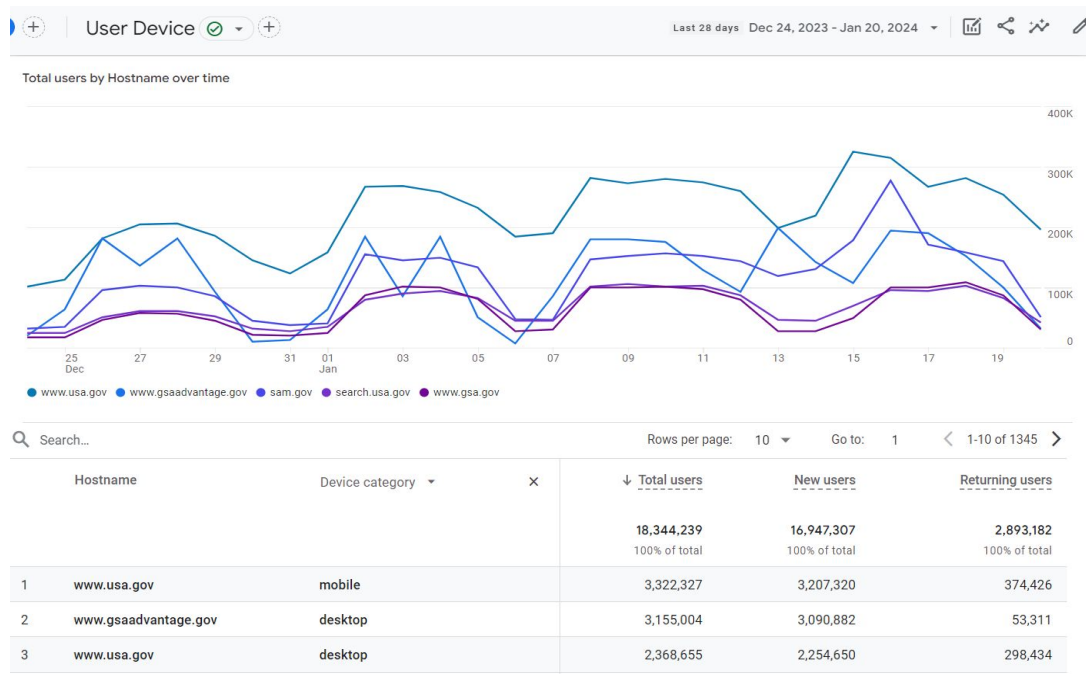What devices are users on when they visit my websites?

User Detailed Reports

- User Device
- User Region
- User Language
- User Traffic (Channel)
- User Traffic (Source/Mediu...

User Device

Total users by Hostname over time

- www.usa.gov
- www.gsaadvantage.gov
- sam.gov
- search.usa.gov
- www.gsa.gov

Last 28 days Dec 24, 2023 - Jan 20, 2024

	Hostname	Device category		↓ Total users	New users	Returning users
				18,344,239	16,947,307	2,893,182
				100% of total	100% of total	100% of total
1	www.usa.gov	mobile		3,322,327	3,207,320	374,426
2	www.gsaadvantage.gov	desktop		3,155,004	3,090,882	53,311
3	www.usa.gov	desktop		2,368,655	2,254,650	298,434

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User detailed reports: User region

Report insight

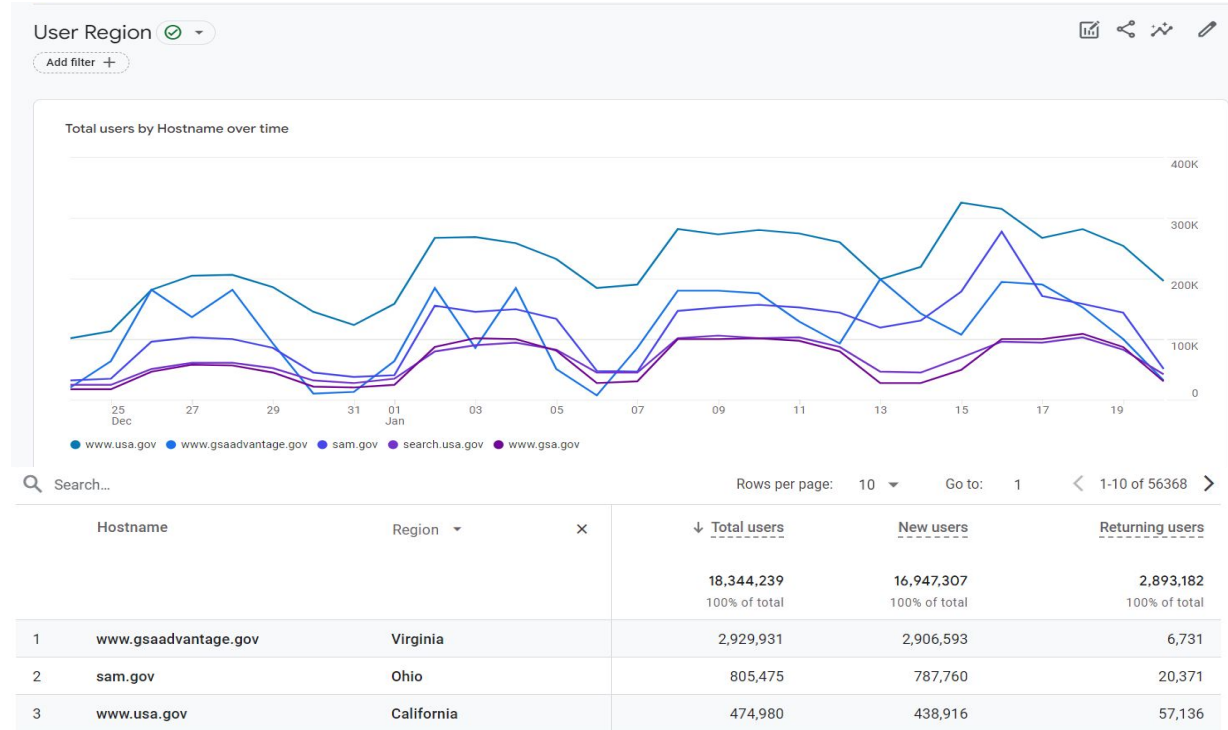What are the top regions where users visited my website?

- ▼ User Detailed Reports
  - User Device
  - **User Region**
  - User Language
  - User Traffic (Channel)
  - User Traffic (Source/Mediu...

User detailed reports: User language

Report insight

What are the top language settings in browsers used to visit my website?
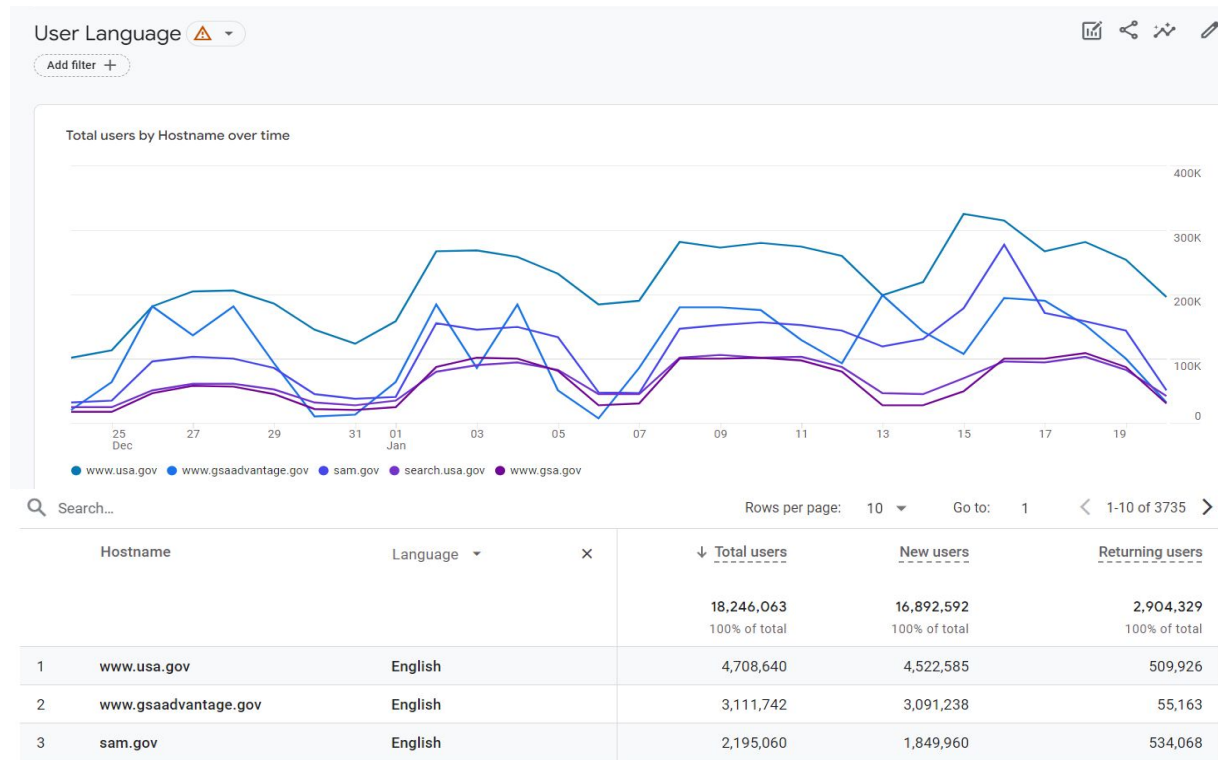
User Detailed Reports

User Device

User Region

User Language

User Traffic (Channel)

User Traffic (Source/Mediu...

User Language ⚠ ▾

Add filter +

Total users by Hostname over time

● www.usa.gov ● www.gsaadvantage.gov ● sam.gov ● search.usa.gov ● www.gsa.gov

	Hostname	Language ▾ ✕	↓ Total users	New users	Returning users
			18,246,063	16,892,592	2,904,329
			100% of total	100% of total	100% of total
1	www.usa.gov	English	4,708,640	4,522,585	509,926
2	www.gsaadvantage.gov	English	3,111,742	3,091,238	55,163
3	sam.gov	English	2,195,060	1,849,960	534,068

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Links to bookmark

Guide to the Digital Analytics Program (DAP)
https://digital.gov/guides/dap

DAP code and documentation
https://github.com/digital-analytics-program/gov-wide-code

Public reporting
https://analytics.usa.gov

Request support from the DAP team

Email us at dap@gsa.gov

Join the
Web Analytics Community

digital.gov/communities/web-analytics-and-optimization

Key takeaways

1 Find information on devices, regions, and languages in the user detailed reports.

2 Use this information to make data-informed decisions and improve user experience.

3 We're here to help! Email the DAP team at dap@gsa.gov to request access and other support.

4 Visit Digital.gov to browse the *Guide to the Digital Analytics Program* and join the Web Analytics community.