WEBSITE AUDIENCE BY COUNTRY

The data in this report covers this year only - beginning January 1, 2025 up until today (April 14, 2025).

COUNTRY	ACTIVE USERS
Canada	4.1K
United States	2.5K
United Kingdom	498
Indonesia	405
Philippines	243
Nigeria	200
India	180

The following pages show the complete list of countries identified by Google as having sent users to our site during this period. <mark>**However**, it's important to approach these numbers, especially the lower ones, with a degree of skeptical caution – for several reasons.</mark> Most importantly, not all traffic online is human. It is estimated that nearly half of online traffic is actually made up of "bots." Bots are software programs combing through the internet for various purposes, such as to index data for search engines. Further to this, both human and non-human traffic can end up on a website either in error or for malicious reasons (e.g. spammers). My general advise, then, when viewing website statistics, is to look for big picture trends and significant anomalies, and then to seek explanations which make sense.

In the pink box below are Google's "definitions" for the column titles you'll find in this report. These are not always very illuminating, so I've included a few additional notes below to the right.

GA4 (GOOGLE ANALYTICS) DEFINITIONS:

Each of these categories carries the disclaimer of being an "approximation."

*Active users: The total number of active users. This is also referred to simply as "users."

New users: The number of users who interacted with your site for the first time (during the specified period).

*Engaged sessions: The number of sessions that lasted longer than ten seconds, or had two or more screen or page views.

Engagement rate: The percentage of engaged sessions.

Engaged sessions per active user: Average session count per active user for the time period selected.

*Average engagement time per active user: Average engagement time per active user for the period selected.

I recommend focussing on the columns **"Active users," "Engaged sessions,"** and **"Average engagement time per active user."** Why? Because of *bots* and *bounces*. A "bounce" is what happens when a user arrives on a page of the site and then leaves immediately without really looking at the content. This usually means someone has arrived on the site in error, or seen quickly that it was not what they were seeking. Because of this, "Engagement" is measured either by length of the visit, or by how many pages on the site were viewed. And because bots go through sites very quickly, looking at the average time spent on the site per user can help get a better sense of *genuinely engaged human traffic.*

Country ▾ +	↓ Active users	New users	Engaged sessions	Engagement rate	Engaged sessions per active user	Average engagement time per active user
Total	9,631 100% of total	9,345 100% of total	9,382 100% of total	53.83% Avg 0%	0.97 Avg 0%	1m 36s Avg 0%
1 Canada	4,059 (42.15%)	3,773 (40.37%)	5,465 (58.25%)	55.83%	1.35	2m 27s
2 United States	2,520 (26.17%)	2,475 (26.48%)	1,704 (18.16%)	49.09%	0.68	46s
3 United Kingdom	498 (5.17%)	493 (5.28%)	370 (3.94%)	52.78%	0.74	1m 04s
4 Indonesia	405 (4.21%)	399 (4.27%)	200 (2.13%)	42.37%	0.49	38s
5 Philippines	243 (2.52%)	242 (2.59%)	127 (1.35%)	43.34%	0.52	37s
6 Nigeria	200 (2.08%)	199 (2.13%)	94 (1%)	41.05%	0.47	38s
7 India	180 (1.87%)	178 (1.9%)	92 (0.98%)	44.23%	0.51	49s
8 Australia	179 (1.86%)	175 (1.87%)	149 (1.59%)	53.99%	0.83	2m 03s
9 South Africa	129 (1.34%)	126 (1.35%)	69 (0.74%)	48.25%	0.53	45s
10 China	83 (0.86%)	72 (0.77%)	46 (0.49%)	52.87%	0.55	12s
11 Hong Kong	81 (0.84%)	80 (0.86%)	15 (0.16%)	18.29%	0.19	26s
12 Kenya	74 (0.77%)	75 (0.8%)	33 (0.35%)	38.37%	0.45	36s
13 Ireland	70 (0.73%)	70 (0.75%)	49 (0.52%)	69.01%	0.70	9s
14 Brazil	57 (0.59%)	56 (0.6%)	94 (1%)	59.12%	1.65	2m 09s
15 Sweden	51 (0.53%)	51 (0.55%)	33 (0.35%)	62.26%	0.65	7s
16 Germany	50 (0.52%)	46 (0.49%)	86 (0.92%)	46.49%	1.72	3m 14s
17 Ghana	48 (0.5%)	48 (0.51%)	28 (0.3%)	54.9%	0.58	44s
18 Malaysia	40 (0.42%)	39 (0.42%)	22 (0.23%)	44.9%	0.55	43s
19 Mexico	38 (0.39%)	39 (0.42%)	186 (1.98%)	85.32%	4.89	12m 21s
20 Netherlands	35 (0.36%)	33 (0.35%)	29 (0.31%)	53.7%	0.83	50s
21 Singapore	35 (0.36%)	35 (0.37%)	14 (0.15%)	35%	0.40	16s
22 Colombia	29 (0.3%)	29 (0.31%)	20 (0.21%)	54.05%	0.69	2m 42s
23 Norway	29 (0.3%)	29 (0.31%)	24 (0.26%)	72.73%	0.83	1m 01s
24 Uganda	29 (0.3%)	29 (0.31%)	15 (0.16%)	46.88%	0.52	1m 02s
25 New Zealand	27 (0.28%)	26 (0.28%)	32 (0.34%)	68.09%	1.19	4m 22s
26 Italy	26 (0.27%)	26 (0.28%)	19 (0.2%)	26.03%	0.73	59s
27 France	21 (0.22%)	19 (0.2%)	59 (0.63%)	63.44%	2.81	5m 48s
28 Spain	20 (0.21%)	18 (0.19%)	19 (0.2%)	70.37%	0.95	1m 33s

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29 Guatemala	19 (0.2%)	19 (0.2%)	9 (0.1%)	47.37%	0.47	1m 13s
30 Barbados	16 (0.17%)	13 (0.14%)	42 (0.45%)	77.78%	2.63	1m 53s
31 Switzerland	15 (0.16%)	14 (0.15%)	11 (0.12%)	47.83%	0.73	56s
32 Zimbabwe	14 (0.15%)	14 (0.15%)	4 (0.04%)	25%	0.29	10s
33 Japan	13 (0.13%)	13 (0.14%)	6 (0.06%)	35.29%	0.46	1m 50s
34 Poland	13 (0.13%)	13 (0.14%)	8 (0.09%)	57.14%	0.62	11s
35 Cameroon	12 (0.12%)	12 (0.13%)	7 (0.07%)	50%	0.58	42s
36 Jamaica	12 (0.12%)	10 (0.11%)	8 (0.09%)	40%	0.67	1m 59s
37 Russia	11 (0.11%)	10 (0.11%)	9 (0.1%)	81.82%	0.82	28s
38 Sierra Leone	11 (0.11%)	11 (0.12%)	2 (0.02%)	18.18%	0.18	1s
39 Belgium	10 (0.1%)	10 (0.11%)	4 (0.04%)	40%	0.40	12s
40 Dominican Republic	10 (0.1%)	8 (0.09%)	12 (0.13%)	66.67%	1.20	1m 36s
41 Peru	10 (0.1%)	11 (0.12%)	6 (0.06%)	50%	0.60	1m 22s
42 (not set)	9 (0.09%)	9 (0.1%)	1 (0.01%)	11.11%	0.11	3s
43 Liberia	9 (0.09%)	6 (0.06%)	4 (0.04%)	36.36%	0.44	18s
44 Pakistan	8 (0.08%)	8 (0.09%)	4 (0.04%)	40%	0.50	11s
45 South Korea	8 (0.08%)	8 (0.09%)	7 (0.07%)	63.64%	0.88	22s
46 Sri Lanka	8 (0.08%)	8 (0.09%)	4 (0.04%)	36.36%	0.50	14s
47 Thailand	8 (0.08%)	8 (0.09%)	3 (0.03%)	25%	0.38	27s
48 Zambia	8 (0.08%)	8 (0.09%)	2 (0.02%)	22.22%	0.25	40s
49 Portugal	7 (0.07%)	7 (0.07%)	3 (0.03%)	23.08%	0.43	32s
50 Solomon Islands	7 (0.07%)	7 (0.07%)	9 (0.1%)	69.23%	1.29	1m 21s
51 Trinidad & Tobago	7 (0.07%)	7 (0.07%)	4 (0.04%)	44.44%	0.57	2m 27s
52 United Arab Emirates	7 (0.07%)	7 (0.07%)	4 (0.04%)	50%	0.57	1m 37s
53 Argentina	6 (0.06%)	6 (0.06%)	4 (0.04%)	57.14%	0.67	54s
54 Chile	6 (0.06%)	6 (0.06%)	4 (0.04%)	66.67%	0.67	28s
55 Oman	6 (0.06%)	6 (0.06%)	4 (0.04%)	66.67%	0.67	2m 37s
56 Papua New Guinea	6 (0.06%)	6 (0.06%)	4 (0.04%)	66.67%	0.67	1m 00s
57 Saudi Arabia	6 (0.06%)	6 (0.06%)	2 (0.02%)	33.33%	0.33	23s

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58	Venezuela	6 (0.06%)	6 (0.06%)	4 (0.04%)	66.67%	0.67	1m 44s
59	Bahamas	5 (0.05%)	5 (0.05%)	1 (0.01%)	16.67%	0.20	18s
60	Egypt	5 (0.05%)	5 (0.05%)	4 (0.04%)	80%	0.80	1m 20s
61	Ethiopia	5 (0.05%)	5 (0.05%)	2 (0.02%)	40%	0.40	25s
62	Tanzania	5 (0.05%)	5 (0.05%)	4 (0.04%)	80%	0.80	52s
63	Türkiye	5 (0.05%)	5 (0.05%)	3 (0.03%)	60%	0.60	1m 41s
64	Vietnam	5 (0.05%)	5 (0.05%)	3 (0.03%)	60%	0.60	13s
65	Anguilla	4 (0.04%)	4 (0.04%)	1 (0.01%)	25%	0.25	27s
66	Belize	4 (0.04%)	4 (0.04%)	2 (0.02%)	33.33%	0.50	28s
67	Costa Rica	4 (0.04%)	4 (0.04%)	1 (0.01%)	14.29%	0.25	25s
68	Estonia	4 (0.04%)	4 (0.04%)	2 (0.02%)	50%	0.50	15s
69	Georgia	4 (0.04%)	4 (0.04%)	1 (0.01%)	20%	0.25	5s
70	Malawi	4 (0.04%)	4 (0.04%)	2 (0.02%)	50%	0.50	58s
71	Morocco	4 (0.04%)	4 (0.04%)	3 (0.03%)	75%	0.75	23s
72	Nepal	4 (0.04%)	4 (0.04%)	1 (0.01%)	20%	0.25	1s
73	Romania	4 (0.04%)	4 (0.04%)	3 (0.03%)	60%	0.75	9s
74	Serbia	4 (0.04%)	4 (0.04%)	3 (0.03%)	75%	0.75	21s
75	Antigua & Barbuda	3 (0.03%)	3 (0.03%)	2 (0.02%)	66.67%	0.67	1m 29s
76	Austria	3 (0.03%)	3 (0.03%)	1 (0.01%)	33.33%	0.33	11s
77	Bolivia	3 (0.03%)	3 (0.03%)	2 (0.02%)	66.67%	0.67	2m 35s
78	Botswana	3 (0.03%)	3 (0.03%)	2 (0.02%)	50%	0.67	3m 26s
79	Cayman Islands	3 (0.03%)	3 (0.03%)	1 (0.01%)	33.33%	0.33	10s
80	Croatia	3 (0.03%)	3 (0.03%)	2 (0.02%)	66.67%	0.67	21s
81	Czechia	3 (0.03%)	3 (0.03%)	0 (0%)	0%	0.00	4s
82	Côte d'Ivoire	3 (0.03%)	3 (0.03%)	1 (0.01%)	33.33%	0.33	6s
83	Denmark	3 (0.03%)	3 (0.03%)	1 (0.01%)	25%	0.33	5s
84	Dominica	3 (0.03%)	3 (0.03%)	2 (0.02%)	66.67%	0.67	7s
85	Honduras	3 (0.03%)	3 (0.03%)	1 (0.01%)	33.33%	0.33	0s
86	Kuwait	3 (0.03%)	3 (0.03%)	2 (0.02%)	66.67%	0.67	59s
87	Lithuania	3 (0.03%)	3 (0.03%)	2 (0.02%)	40%	0.67	25s

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88	Panama	3 (0.03%)	3 (0.03%)	2 (0.02%)	66.67%	0.67	32s
89	Puerto Rico	3 (0.03%)	3 (0.03%)	2 (0.02%)	66.67%	0.67	1m 41s
90	Senegal	3 (0.03%)	3 (0.03%)	3 (0.03%)	60%	1.00	9m 34s
91	Bangladesh	2 (0.02%)	2 (0.02%)	1 (0.01%)	50%	0.50	9s
92	Cyprus	2 (0.02%)	2 (0.02%)	2 (0.02%)	100%	1.00	9m 54s
93	El Salvador	2 (0.02%)	2 (0.02%)	1 (0.01%)	50%	0.50	1m 58s
94	Fiji	2 (0.02%)	2 (0.02%)	1 (0.01%)	50%	0.50	1m 01s
95	Greece	2 (0.02%)	1 (0.01%)	0 (0%)	0%	0.00	3s
96	Hungary	2 (0.02%)	2 (0.02%)	2 (0.02%)	66.67%	1.00	59s
97	Lebanon	2 (0.02%)	2 (0.02%)	1 (0.01%)	50%	0.50	1m 43s
98	Lesotho	2 (0.02%)	2 (0.02%)	2 (0.02%)	100%	1.00	0s
99	Mauritius	2 (0.02%)	2 (0.02%)	1 (0.01%)	50%	0.50	7s
100	Myanmar (Burma)	2 (0.02%)	2 (0.02%)	1 (0.01%)	50%	0.50	1m 48s
101	Nicaragua	2 (0.02%)	2 (0.02%)	1 (0.01%)	50%	0.50	22s
102	Rwanda	2 (0.02%)	2 (0.02%)	2 (0.02%)	100%	1.00	2s
103	South Sudan	2 (0.02%)	2 (0.02%)	2 (0.02%)	100%	1.00	25s
104	St. Kitts & Nevis	2 (0.02%)	2 (0.02%)	1 (0.01%)	50%	0.50	1m 24s
105	St. Vincent & Grenadines	2 (0.02%)	2 (0.02%)	2 (0.02%)	66.67%	1.00	1m 57s
106	Taiwan	2 (0.02%)	2 (0.02%)	3 (0.03%)	75%	1.50	24s
107	Timor-Leste	2 (0.02%)	2 (0.02%)	1 (0.01%)	50%	0.50	15s
108	Turks & Caicos Islands	2 (0.02%)	2 (0.02%)	2 (0.02%)	66.67%	1.00	8s
109	U.S. Virgin Islands	2 (0.02%)	2 (0.02%)	2 (0.02%)	100%	1.00	5m 35s
110	Ukraine	2 (0.02%)	2 (0.02%)	0 (0%)	0%	0.00	3s
111	Algeria	1 (0.01%)	1 (0.01%)	0 (0%)	0%	0.00	0s
112	Angola	1 (0.01%)	1 (0.01%)	1 (0.01%)	100%	1.00	1m 29s
113	Belarus	1 (0.01%)	1 (0.01%)	1 (0.01%)	100%	1.00	1m 33s
114	Benin	1 (0.01%)	1 (0.01%)	1 (0.01%)	100%	1.00	12m 38s
115	Bermuda	1 (0.01%)	0 (0%)	1 (0.01%)	50%	1.00	0s
116	Bosnia & Herzegovina	1 (0.01%)	1 (0.01%)	0 (0%)	0%	0.00	0s

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117 Brunei	1 (0.01%)	1 (0.01%)	1 (0.01%)	100%	1.00	49s
118 Bulgaria	1 (0.01%)	1 (0.01%)	1 (0.01%)	100%	1.00	25s
119 Caribbean Netherlands	1 (0.01%)	1 (0.01%)	0 (0%)	0%	0.00	0s
120 Cook Islands	1 (0.01%)	1 (0.01%)	1 (0.01%)	100%	1.00	13s
121 Curaçao	1 (0.01%)	1 (0.01%)	1 (0.01%)	100%	1.00	47s
122 Ecuador	1 (0.01%)	1 (0.01%)	1 (0.01%)	100%	1.00	19s
123 Eswatini	1 (0.01%)	1 (0.01%)	1 (0.01%)	100%	1.00	1m 26s
124 Falkland Islands (Islas Malvinas)	1 (0.01%)	1 (0.01%)	0 (0%)	0%	0.00	0s
125 Faroe Islands	1 (0.01%)	1 (0.01%)	0 (0%)	0%	0.00	0s
126 Guinea	1 (0.01%)	1 (0.01%)	1 (0.01%)	100%	1.00	1m 53s
127 Guyana	1 (0.01%)	1 (0.01%)	1 (0.01%)	100%	1.00	19s
128 Iceland	1 (0.01%)	1 (0.01%)	1 (0.01%)	100%	1.00	18s
129 Iran	1 (0.01%)	1 (0.01%)	0 (0%)	0%	0.00	3s
130 Jersey	1 (0.01%)	1 (0.01%)	0 (0%)	0%	0.00	0s
131 Libya	1 (0.01%)	1 (0.01%)	2 (0.02%)	100%	2.00	28s
132 Luxembourg	1 (0.01%)	1 (0.01%)	1 (0.01%)	100%	1.00	4m 30s
133 Malta	1 (0.01%)	1 (0.01%)	0 (0%)	0%	0.00	0s
134 Micronesia	1 (0.01%)	1 (0.01%)	1 (0.01%)	100%	1.00	11s
135 Namibia	1 (0.01%)	1 (0.01%)	1 (0.01%)	50%	1.00	3m 46s
136 Qatar	1 (0.01%)	1 (0.01%)	1 (0.01%)	100%	1.00	1m 21s
137 Seychelles	1 (0.01%)	1 (0.01%)	0 (0%)	0%	0.00	0s
138 Slovakia	1 (0.01%)	1 (0.01%)	1 (0.01%)	100%	1.00	2m 14s
139 Slovenia	1 (0.01%)	1 (0.01%)	1 (0.01%)	100%	1.00	46s
140 St. Lucia	1 (0.01%)	1 (0.01%)	0 (0%)	0%	0.00	0s
141 Syria	1 (0.01%)	1 (0.01%)	1 (0.01%)	100%	1.00	1m 01s
142 Uruguay	1 (0.01%)	1 (0.01%)	1 (0.01%)	100%	1.00	5s
143 Guam	0 (0%)	0 (0%)	0 (0%)	0%	0.00	0s