



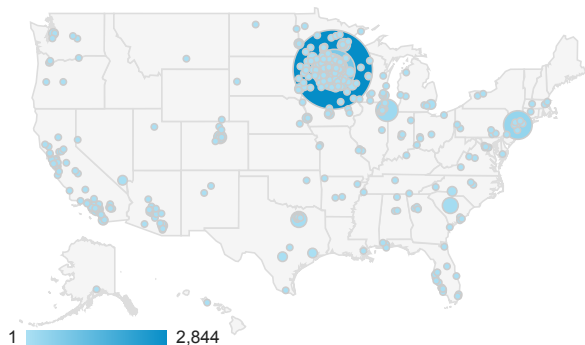
Basic Data Dashboard Arb.umn.edu (no segmentation)

Feb 16, 2020 - Mar 16, 2020

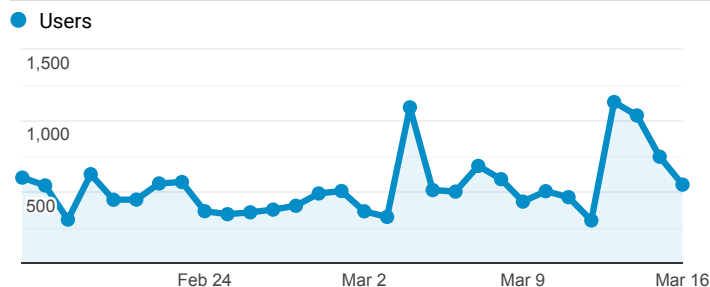
Some data in this report may have been removed when a threshold was applied. [Learn more](#)

All Users
100.00% Sessions

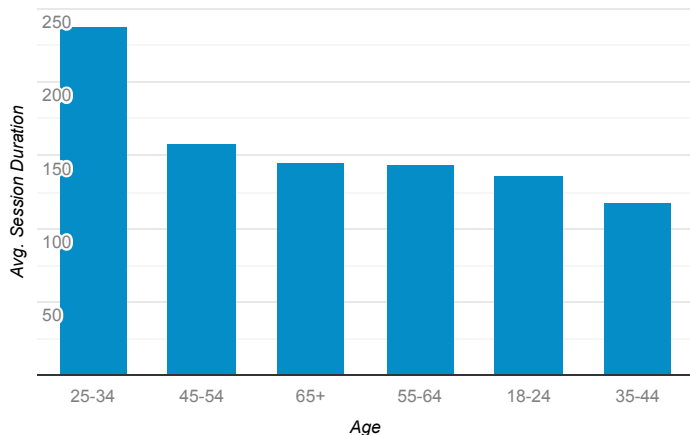
Users



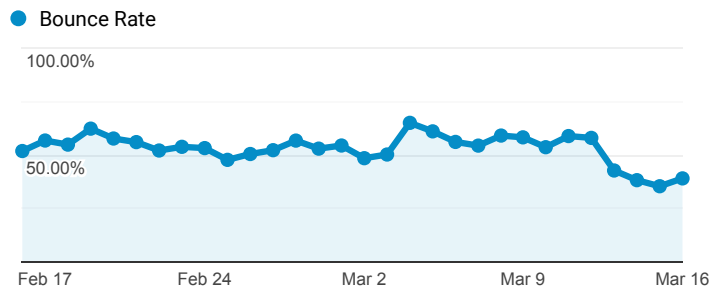
Users



Avg. Session Duration by Age



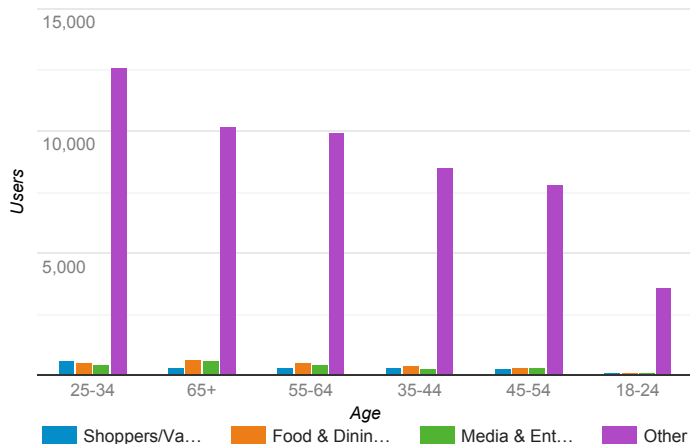
Bounce Rate



Sessions by Browser

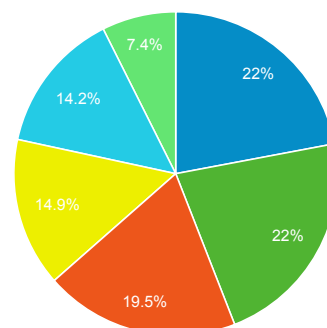
Browser	Sessions
Chrome	7,820
Safari	7,812
Firefox	545
Edge	537
Internet Explorer	435
Safari (in-app)	343

Users by Age and Affinity Category (reach)



Users by Age

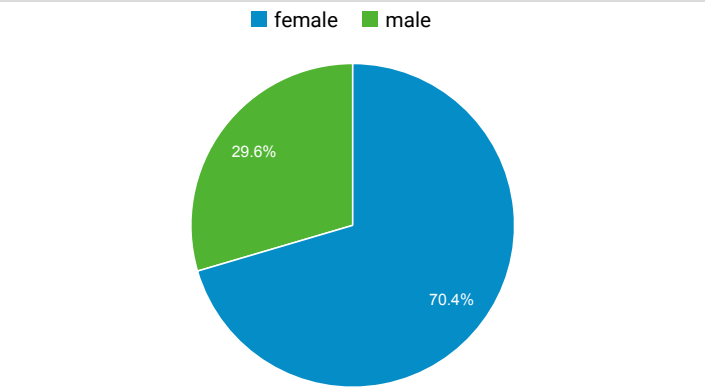
25-34 65+ 55-64 35-44 45-54 18-24



Users by Affinity Category (reach)

Affinity Category (reach)	Users
Food & Dining/Cooking Enthusiasts/30 Minute Chefs	2,701
Media & Entertainment/Book Lovers	2,357
Shoppers/Value Shoppers	2,015
Banking & Finance/Avid Investors	1,935
Travel/Travel Buffs	1,847
Sports & Fitness/Health & Fitness Buffs	1,718
Lifestyles & Hobbies/Family-Focused	1,694
Lifestyles & Hobbies/Outdoor Enthusiasts	1,586
Lifestyles & Hobbies/Green Living Enthusiasts	1,581
Media & Entertainment/Movie Lovers	1,581

Users by Gender



Entrances by Landing Page

Landing Page	Entrances
/plan-your-visit/hours-admissions	3,839
/	3,329
/content/maplefest-2020	2,410
/support/membership	1,841
/plan-your-visit/hours-admission	1,457
/content/all-about-dogs	947
/content/youbetcha-stick-sculpture	483
/content/yoga-gardens	277
/content/experience-joy-giving	240
/areas-interest/tashjian-bee-and-pollinator-disco-very-center	195

Sessions by Traffic Type

