

# BROKER Monthly Stats MANAGER Reports January 2023



## SFPropertySearch.com

SFPropertySearch.com  
(Consumer search website)  
January 2023



\*What is a good number of pages per session?  
According to Little Data, the average number of pages per session is 2.6, although this benchmark depends on industries and other factors. Anything above would be considered pretty good.

\*\*A good Average Session Duration benchmark ranges from 2-4 minutes, based on Google Analytics benchmarking.

## Top Locations of Online Consumers/Users

Top Countries		
1.	United States	3,433
2.	Colombia	28
3.	Argentina	16
4.	Brazil	15
5.	Canada	15
6.	Italy	13
7.	Venezuela	13
8.	India	11
9.	Mexico	11
10.	United Kingdom	10

Top States		
1.	Florida	2,315
2.	Georgia	399
3.	New York	114
4.	Virginia	91
5.	North Carolina	86
6.	Ohio	77
7.	Pennsylvania	73
8.	Michigan	72
9.	Indiana	58
10.	Texas	58

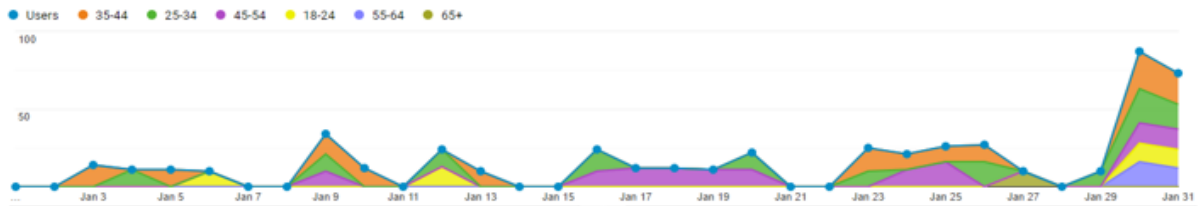
Top U.S. Metros		
1.	Miami-Ft. Lauderdale FL	1,893
2.	Atlanta GA	351
3.	West Palm Beach-Ft. Pierce FL	100
4.	Orlando-Daytona Beach-Melbourne FL	93
5.	Tampa-St. Petersburg (Sarasota) FL	89
6.	New York, NY	82
7.	Washington DC (Hagerstown MD)	37
8.	Ft. Myers-Naples FL	35
9.	Columbus OH	31
10.	Philadelphia PA	26

## Top Searches

1. All Residential Properties For Rent – All Prices
2. All Residential Properties For Sale – All Prices
3. All Miramar Open House Residential Properties For Rent – All Prices – All Days
4. All Davie Open House Residential Properties For Sale – All Prices – All Days
5. All Florida City Open House Properties For Sale – All Prices – All Days
6. Spanish Search: All Residential Open House Properties For Sale – All Prices – All Days
7. Spanish Search: All Residential Properties For Sale – All Prices
8. Spanish Search: All North Miami Beach Open House Properties For Rent – Max \$2300 – All Days
9. All Residential Open House Properties For Rent in Zip Code 33027 – All Prices – All Days
10. All Residential Open House Properties For Rent in Zip Code 33029 – All Prices – All Days

## Users Insights

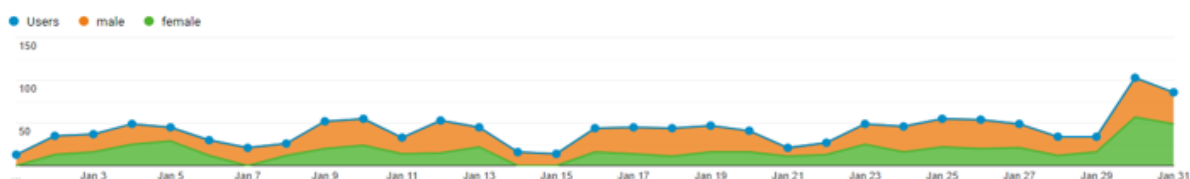
### Demographics



Age ?	Acquisition				
	Users ? ↓	New Users ?	Sessions ?	Pages / Session ?	Avg. Session Duration ?
	998 % of Total: 26.87% (3,714)	905 % of Total: 25.80% (3,508)	1,466 % of Total: 27.17% (5,396)	6.72 Avg for View: 6.42 (4.71%)	00:06:52 Avg for View: 00:07:07 (-3.60%)
1. 45-54	216 (21.62%)	197 (21.77%)	282 (19.24%)	4.67	00:04:28
2. 25-34 *	210 (21.02%)	194 (21.44%)	314 (21.42%)	6.03	00:07:04
3. 35-44	210 (21.02%)	190 (20.99%)	316 (21.56%)	7.59	00:07:47
4. 18-24	141 (14.11%)	124 (13.70%)	236 (16.10%)	8.23	00:07:25
5. 55-64 **	139 (13.91%)	122 (13.48%)	191 (13.03%)	5.89	00:06:32
6. 65+	83 (8.31%)	78 (8.62%)	127 (8.66%)	9.31	00:08:52

\*\*Average age of First Time Home Buyer in 2022 was 36, up from 33 in 2021

\*\*Repeat Buyer age climbed to 59 in 2022 from 56 in 2021



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Gender ?	Acquisition			Pages / Session ?	Avg. Session Duration ?
	Users ? ↓	New Users ?	Sessions ?		
	1,067 % of Total: 28.73% (3,714)	967 % of Total: 27.57% (3,508)	1,552 % of Total: 28.76% (5,396)	6.81 Avg for View: 6.42 (6.05%)	00:07:03 Avg for View: 00:07:07 (-1.01%)
1. male	598 (55.99%)	550 (56.88%)	908 (58.51%)	6.71	00:06:46
2. female	470 (44.01%)	417 (43.12%)	644 (41.49%)	6.94	00:07:27

Top Languages*	
English	90.44%
Spanish	7.19%
Russian	.62%
Portuguese	.43%
French (FR & CA)	.27%

Device Category ?	Users ? ↓
	3,714 % of Total: 100.00% (3,714)
1. desktop	2,507 (67.48%)
2. mobile	1,175 (31.63%)
3. tablet	33 (0.89%)

language: Google Analytics takes these values from the web browsers of visitors. Language is a user-selectable setting in most web browsers, generally defaulting to the language of the operating system. However, users can change the setting to reflect their preferences. Users can set several languages and rank them in order of preference. This preference can be used by sites to automatically choose a localized version, giving users a translated version of the site, in the users most preferred language. Google Analytics reports the first preference in the browser.