
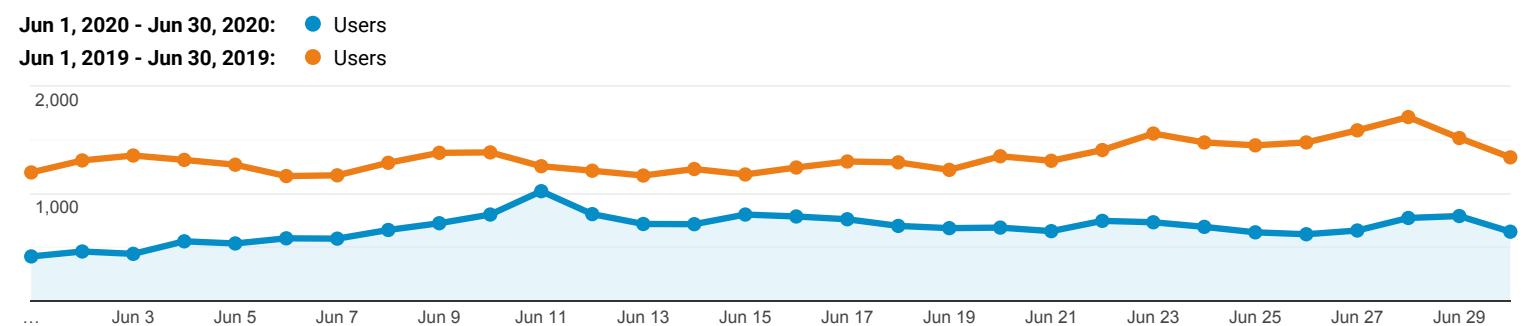


Audience Overview


All Users
 +0.00% Users

Jun 1, 2020 - Jun 30, 2020
Compare to: Jun 1, 2019 - Jun 30, 2019

Overview



Users
-49.96%
18,437 vs 36,842

New Users
-47.95%
17,899 vs 34,388

Sessions
-49.20%
22,180 vs 43,658

Number of Sessions per User
1.52%
1.20 vs 1.19

Pageviews
-31.01%
60,609 vs 87,854

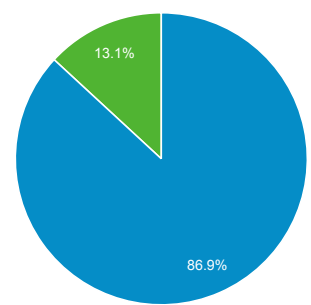
Pages / Session
35.79%
2.73 vs 2.01

Avg. Session Duration
74.72%
00:02:15 vs 00:01:17

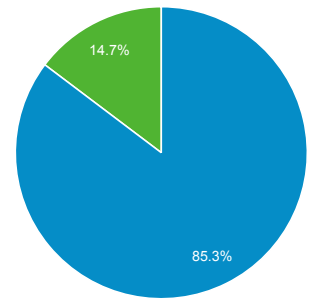
Bounce Rate
-23.52%
54.55% vs 71.33%

■ New Visitor ■ Returning Visitor

Jun 1, 2020 - Jun 30, 2020



Jun 1, 2019 - Jun 30, 2019



| City | Users | % Users |
|----------------------------|----------------|----------------|
| 1. San Francisco | | |
| Jun 1, 2020 - Jun 30, 2020 | 2,221 | 11.73% |
| Jun 1, 2019 - Jun 30, 2019 | 6,617 | 17.47% |
| % Change | -66.43% | -32.89% |
| 2. Sacramento | | |
| Jun 1, 2020 - Jun 30, 2020 | 579 | 3.06% |
| Jun 1, 2019 - Jun 30, 2019 | 2,547 | 6.73% |
| % Change | -77.27% | -54.55% |
| 3. Santa Clara | | |
| Jun 1, 2020 - Jun 30, 2020 | 537 | 2.83% |
| Jun 1, 2019 - Jun 30, 2019 | 336 | 0.89% |
| % Change | 59.82% | 219.54% |
| 4. Los Angeles | | |
| Jun 1, 2020 - Jun 30, 2020 | 521 | 2.75% |

| | | | |
|----------------------------|----------------|--|----------------|
| Jun 1, 2019 - Jun 30, 2019 | 724 | | 1.91% |
| % Change | -28.04% | | 43.88% |
| 5. Oakland | | | |
| Jun 1, 2020 - Jun 30, 2020 | 479 | | 2.53% |
| Jun 1, 2019 - Jun 30, 2019 | 1,280 | | 3.38% |
| % Change | -62.58% | | -25.18% |
| 6. San Jose | | | |
| Jun 1, 2020 - Jun 30, 2020 | 471 | | 2.49% |
| Jun 1, 2019 - Jun 30, 2019 | 2,017 | | 5.33% |
| % Change | -76.65% | | -53.31% |
| 7. Fort Bragg | | | |
| Jun 1, 2020 - Jun 30, 2020 | 454 | | 2.40% |
| Jun 1, 2019 - Jun 30, 2019 | 525 | | 1.39% |
| % Change | -13.52% | | 72.90% |
| 8. (not set) | | | |
| Jun 1, 2020 - Jun 30, 2020 | 379 | | 2.00% |
| Jun 1, 2019 - Jun 30, 2019 | 887 | | 2.34% |
| % Change | -57.27% | | -14.57% |
| 9. Ukiah | | | |
| Jun 1, 2020 - Jun 30, 2020 | 314 | | 1.66% |
| Jun 1, 2019 - Jun 30, 2019 | 532 | | 1.40% |
| % Change | -40.98% | | 18.01% |
| 10. Santa Rosa | | | |
| Jun 1, 2020 - Jun 30, 2020 | 296 | | 1.56% |
| Jun 1, 2019 - Jun 30, 2019 | 535 | | 1.41% |
| % Change | -44.67% | | 10.62% |