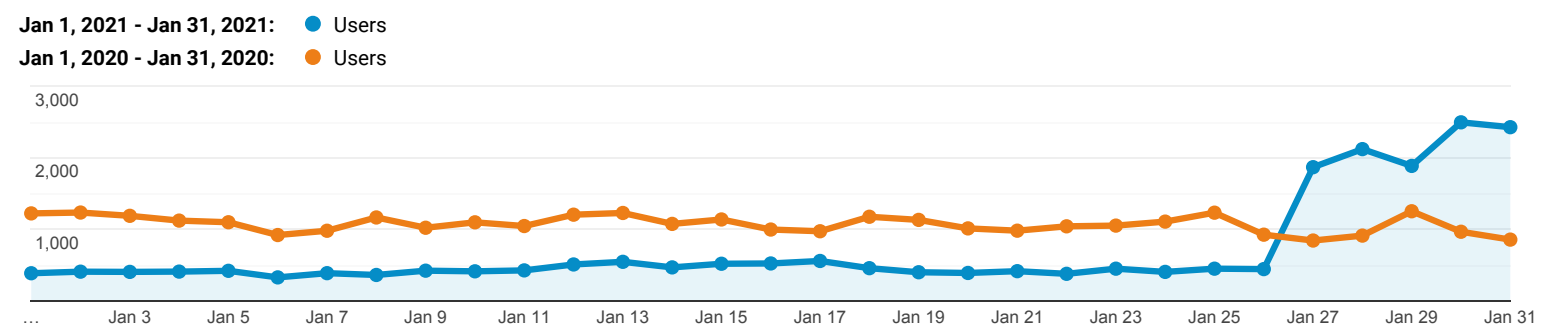


Audience Overview

All Users
+0.00% Users

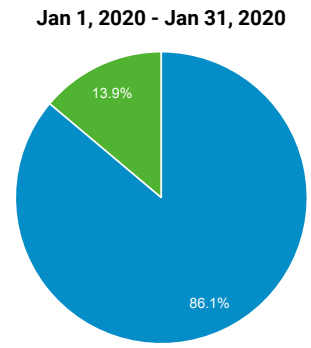
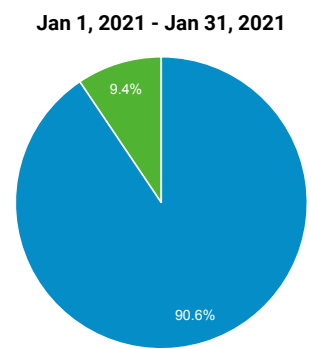
Jan 1, 2021 - Jan 31, 2021
Compare to: Jan 1, 2020 - Jan 31, 2020

Overview



Users -31.31% 20,874 vs 30,390	New Users -28.52% 20,557 vs 28,758	Sessions -33.06% 23,634 vs 35,307
Number of Sessions per User -2.55% 1.13 vs 1.16	Pageviews -35.29% 46,724 vs 72,201	Pages / Session -3.32% 1.98 vs 2.04
Avg. Session Duration -4.35% 00:01:18 vs 00:01:22	Bounce Rate -4.70% 67.83% vs 71.18%	

■ New Visitor ■ Returning Visitor



City	Users	% Users
1. San Francisco		
Jan 1, 2021 - Jan 31, 2021	2,730	12.87%
Jan 1, 2020 - Jan 31, 2020	5,292	16.93%
% Change	-48.41%	-23.94%
2. Sacramento		
Jan 1, 2021 - Jan 31, 2021	1,102	5.20%
Jan 1, 2020 - Jan 31, 2020	1,668	5.34%
% Change	-33.93%	-2.59%
3. San Jose		
Jan 1, 2021 - Jan 31, 2021	1,060	5.00%
Jan 1, 2020 - Jan 31, 2020	1,817	5.81%
% Change	-41.66%	-13.99%
4. (not set)		
Jan 1, 2021 - Jan 31, 2021	813	3.83%

Jan 1, 2020 - Jan 31, 2020	705		2.25%
% Change	15.32%		70.03%
5. Oakland			
Jan 1, 2021 - Jan 31, 2021	705		3.32%
Jan 1, 2020 - Jan 31, 2020	1,090		3.49%
% Change	-35.32%		-4.64%
6. Santa Rosa			
Jan 1, 2021 - Jan 31, 2021	436		2.06%
Jan 1, 2020 - Jan 31, 2020	508		1.62%
% Change	-14.17%		26.54%
7. Santa Clara			
Jan 1, 2021 - Jan 31, 2021	325		1.53%
Jan 1, 2020 - Jan 31, 2020	197		0.63%
% Change	64.97%		143.24%
8. Roseville			
Jan 1, 2021 - Jan 31, 2021	319		1.50%
Jan 1, 2020 - Jan 31, 2020	255		0.82%
% Change	25.10%		84.45%
9. Fort Bragg			
Jan 1, 2021 - Jan 31, 2021	311		1.47%
Jan 1, 2020 - Jan 31, 2020	572		1.83%
% Change	-45.63%		-19.84%
10. Los Angeles			
Jan 1, 2021 - Jan 31, 2021	298		1.41%
Jan 1, 2020 - Jan 31, 2020	437		1.40%
% Change	-31.81%		0.54%