

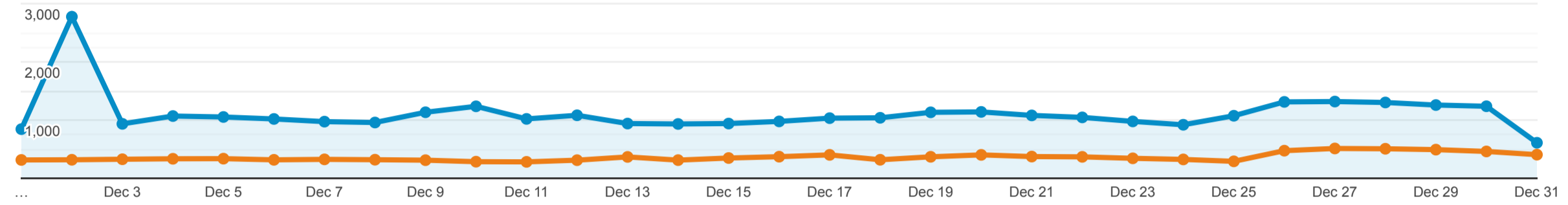
## Audience Overview

All Users  
+0.00% Users

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

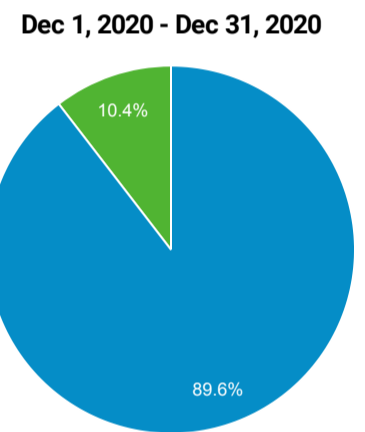
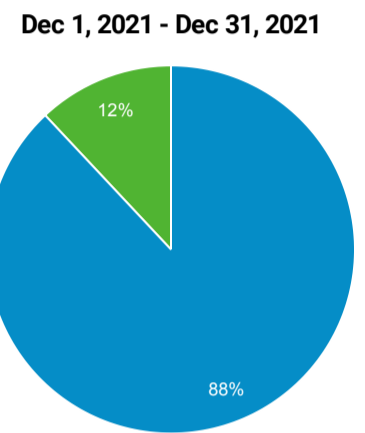
### Overview

Dec 1, 2021 - Dec 31, 2021: ● Users  
Dec 1, 2020 - Dec 31, 2020: ● Users



<b>Users</b> <b>203.45%</b> 31,395 vs 10,346	<b>New Users</b> <b>201.94%</b> 30,665 vs 10,156	<b>Sessions</b> <b>214.39%</b> 37,384 vs 11,891	<b>Number of Sessions per User</b> <b>3.60%</b> 1.19 vs 1.15
<b>Pageviews</b> <b>158.22%</b> 65,963 vs 25,545	<b>Pages / Session</b> <b>-17.87%</b> 1.76 vs 2.15	<b>Avg. Session Duration</b> <b>-33.01%</b> 00:01:04 vs 00:01:36	<b>Bounce Rate</b> <b>15.87%</b> 72.92% vs 62.94%

■ New Visitor ■ Returning Visitor



City	Users	% Users
<b>1. San Francisco</b>		
Dec 1, 2021 - Dec 31, 2021	4,151	12.77%
Dec 1, 2020 - Dec 31, 2020	1,353	12.73%
<b>% Change</b>	<b>206.80%</b>	<b>0.31%</b>
<b>2. San Jose</b>		
Dec 1, 2021 - Dec 31, 2021	2,110	6.49%
Dec 1, 2020 - Dec 31, 2020	339	3.19%
<b>% Change</b>	<b>522.42%</b>	<b>103.50%</b>
<b>3. Sacramento</b>		
Dec 1, 2021 - Dec 31, 2021	2,049	6.30%
Dec 1, 2020 - Dec 31, 2020	281	2.64%
<b>% Change</b>	<b>629.18%</b>	<b>138.41%</b>
<b>4. Charlotte</b>		
Dec 1, 2021 - Dec 31, 2021	2,046	6.29%
Dec 1, 2020 - Dec 31, 2020	6	0.06%
<b>% Change</b>	<b>34,000.00%</b>	<b>11,049.15%</b>
<b>5. Los Angeles</b>		
Dec 1, 2021 - Dec 31, 2021	791	2.43%
Dec 1, 2020 - Dec 31, 2020	281	2.64%
<b>% Change</b>	<b>181.49%</b>	<b>-7.96%</b>
<b>6. (not set)</b>		
Dec 1, 2021 - Dec 31, 2021	769	2.37%
Dec 1, 2020 - Dec 31, 2020	443	4.17%
<b>% Change</b>	<b>73.59%</b>	<b>-43.24%</b>
<b>7. Oakland</b>		

7. <a href="#">Oakland</a>	
Dec 1, 2021 - Dec 31, 2021	672   2.07%
Dec 1, 2020 - Dec 31, 2020	266   2.50%
<b>% Change</b>	<b>152.63%</b> <b>-17.40%</b>
8. <a href="#">Stockton</a>	
Dec 1, 2021 - Dec 31, 2021	531   1.63%
Dec 1, 2020 - Dec 31, 2020	45   0.42%
<b>% Change</b>	<b>1,080.00%</b> <b>285.81%</b>
9. <a href="#">Fort Bragg</a>	
Dec 1, 2021 - Dec 31, 2021	475   1.46%
Dec 1, 2020 - Dec 31, 2020	388   3.65%
<b>% Change</b>	<b>22.42%</b> <b>-59.97%</b>
10. <a href="#">Santa Rosa</a>	
Dec 1, 2021 - Dec 31, 2021	432   1.33%
Dec 1, 2020 - Dec 31, 2020	168   1.58%
<b>% Change</b>	<b>157.14%</b> <b>-15.93%</b>

