

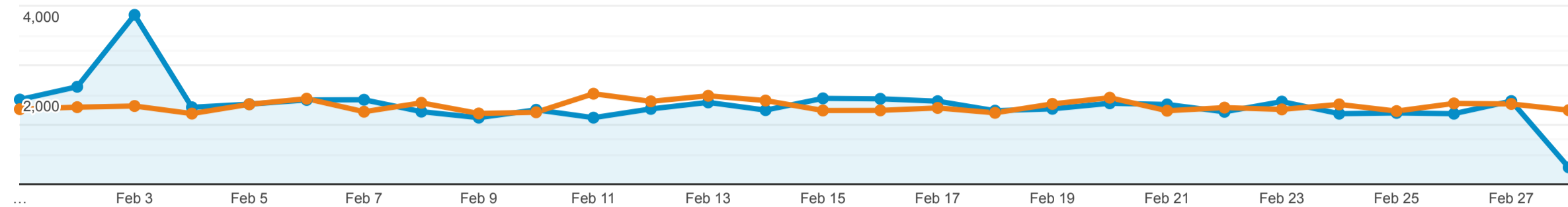
## Audience Overview

All Users  
+0.00% Users

Feb 1, 2022 - Feb 28, 2022  
Compare to: Jan 4, 2022 - Jan 31, 2022

### Overview

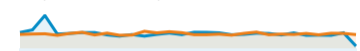
Feb 1, 2022 - Feb 28, 2022: ● Users  
Jan 4, 2022 - Jan 31, 2022: ● Users



Users

**1.41%**

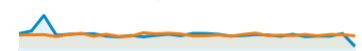
44,737 vs 44,114



New Users

**2.10%**

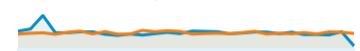
43,681 vs 42,781



Sessions

**0.72%**

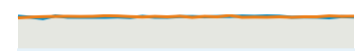
54,513 vs 54,122



Number of Sessions per User

**-0.68%**

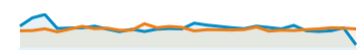
1.22 vs 1.23



Pageviews

**5.56%**

93,798 vs 88,858



Pages / Session

**4.80%**

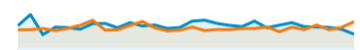
1.72 vs 1.64



Avg. Session Duration

**10.76%**

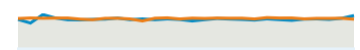
00:01:07 vs 00:01:00



Bounce Rate

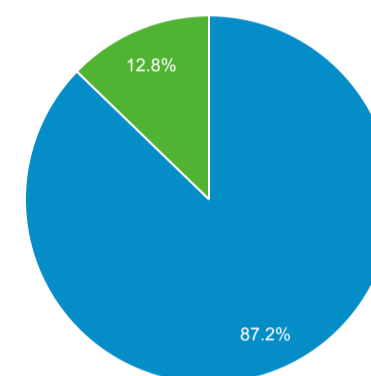
**-2.02%**

74.60% vs 76.14%

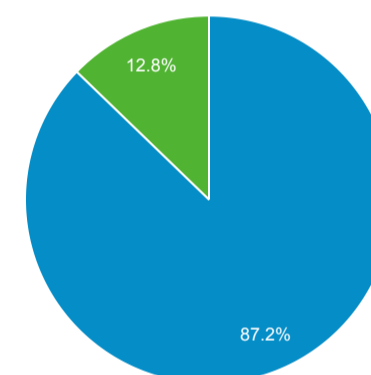


■ New Visitor ■ Returning Visitor

Feb 1, 2022 - Feb 28, 2022



Jan 4, 2022 - Jan 31, 2022



City

Users % Users

City	Period	Users	% Users
1. San Francisco	Feb 1, 2022 - Feb 28, 2022	6,470	13.89%
	Jan 4, 2022 - Jan 31, 2022	6,278	13.83%
	<b>% Change</b>	<b>3.06%</b>	<b>0.42%</b>
2. Sacramento	Feb 1, 2022 - Feb 28, 2022	2,977	6.39%
	Jan 4, 2022 - Jan 31, 2022	3,040	6.70%
	<b>% Change</b>	<b>-2.07%</b>	<b>-4.58%</b>
3. San Jose	Feb 1, 2022 - Feb 28, 2022	2,696	5.79%
	Jan 4, 2022 - Jan 31, 2022	3,290	7.25%
	<b>% Change</b>	<b>-18.05%</b>	<b>-20.16%</b>
4. Charlotte	Feb 1, 2022 - Feb 28, 2022	2,019	4.34%
	Jan 4, 2022 - Jan 31, 2022	36	0.08%
	<b>% Change</b>	<b>5,508.33%</b>	<b>5,364.55%</b>
5. (not set)	Feb 1, 2022 - Feb 28, 2022	970	2.08%
	Jan 4, 2022 - Jan 31, 2022	949	2.09%
	<b>% Change</b>	<b>2.21%</b>	<b>-0.41%</b>
6. Oakland	Feb 1, 2022 - Feb 28, 2022	929	1.99%
	Jan 4, 2022 - Jan 31, 2022	1,041	2.29%
	<b>% Change</b>	<b>-10.76%</b>	<b>-13.05%</b>
7. Stockton	Feb 1, 2022 - Feb 28, 2022		
	Jan 4, 2022 - Jan 31, 2022		
	<b>% Change</b>		

7. Stockton

Feb 1, 2022 - Feb 28, 2022	867		1.86%
Jan 4, 2022 - Jan 31, 2022	1,013		2.23%
<b>% Change</b>	<b>-14.41%</b>		<b>-16.61%</b>

8. Los Angeles

Feb 1, 2022 - Feb 28, 2022	780		1.67%
Jan 4, 2022 - Jan 31, 2022	739		1.63%
<b>% Change</b>	<b>5.55%</b>		<b>2.84%</b>

9. Santa Clara

Feb 1, 2022 - Feb 28, 2022	606		1.30%
Jan 4, 2022 - Jan 31, 2022	551		1.21%
<b>% Change</b>	<b>9.98%</b>		<b>7.16%</b>

10. Santa Rosa

Feb 1, 2022 - Feb 28, 2022	601		1.29%
Jan 4, 2022 - Jan 31, 2022	620		1.37%
<b>% Change</b>	<b>-3.06%</b>		<b>-5.55%</b>

