

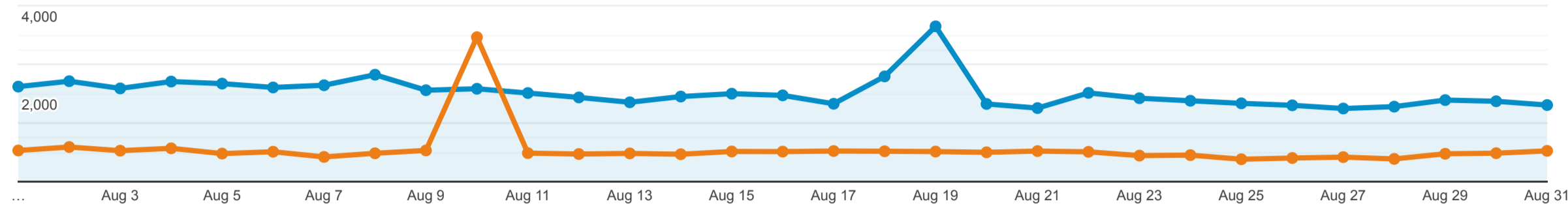
Audience Overview

All Users
+0.00% Users

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

Overview

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



Users

171.11%

56,697 vs 20,913



New Users

167.05%

54,869 vs 20,546



Sessions

184.43%

69,026 vs 24,268



Number of Sessions per User

4.91%

1.22 vs 1.16



Pageviews

81.98%

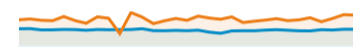
121,931 vs 67,004



Pages / Session

-36.02%

1.77 vs 2.76



Avg. Session Duration

-47.30%

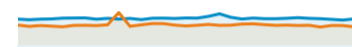
00:01:08 vs 00:02:09



Bounce Rate

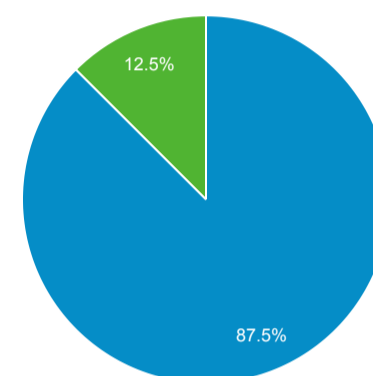
22.82%

73.94% vs 60.20%

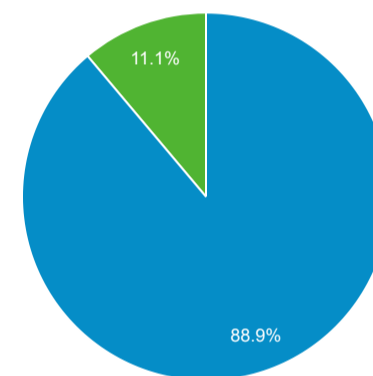


■ New Visitor ■ Returning Visitor

Aug 1, 2021 - Aug 31, 2021



Aug 1, 2020 - Aug 31, 2020



City

Users % Users

City	Users	% Users
1. San Francisco		
Aug 1, 2021 - Aug 31, 2021	8,780	15.03%
Aug 1, 2020 - Aug 31, 2020	2,896	13.43%
% Change	203.18%	11.88%
2. (not set)		
Aug 1, 2021 - Aug 31, 2021	3,236	5.54%
Aug 1, 2020 - Aug 31, 2020	2,982	13.83%
% Change	8.52%	-59.95%
3. Sacramento		
Aug 1, 2021 - Aug 31, 2021	3,110	5.32%
Aug 1, 2020 - Aug 31, 2020	636	2.95%
% Change	388.99%	80.46%
4. San Jose		
Aug 1, 2021 - Aug 31, 2021	2,767	4.74%
Aug 1, 2020 - Aug 31, 2020	620	2.88%
% Change	346.29%	64.70%
5. Los Angeles		
Aug 1, 2021 - Aug 31, 2021	1,385	2.37%
Aug 1, 2020 - Aug 31, 2020	571	2.65%
% Change	142.56%	-10.49%
6. Oakland		
Aug 1, 2021 - Aug 31, 2021	985	1.69%
Aug 1, 2020 - Aug 31, 2020	553	2.57%
% Change	78.12%	-34.27%
7. Fort Bragg		

Aug 1, 2021 - Aug 31, 2021	936	1.60%
Aug 1, 2020 - Aug 31, 2020	445	2.06%
% Change	110.34%	-22.38%
8. Roseville		
Aug 1, 2021 - Aug 31, 2021	794	1.36%
Aug 1, 2020 - Aug 31, 2020	210	0.97%
% Change	278.10%	39.53%
9. Stockton		
Aug 1, 2021 - Aug 31, 2021	791	1.35%
Aug 1, 2020 - Aug 31, 2020	75	0.35%
% Change	954.67%	289.21%
10. Santa Rosa		
Aug 1, 2021 - Aug 31, 2021	743	1.27%
Aug 1, 2020 - Aug 31, 2020	338	1.57%
% Change	119.82%	-18.88%

