

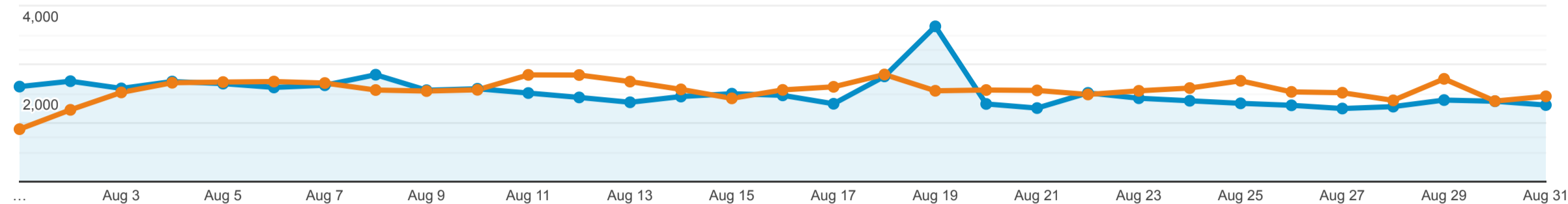
Audience Overview

○ ○ All Users
+0.00% Users

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

Overview

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



Users

-3.17%
56,697 vs 58,551



New Users

-3.18%
54,869 vs 56,673



Sessions

-1.90%
69,026 vs 70,366



Number of Sessions per User

1.30%
1.22 vs 1.20



Pageviews

-10.40%
121,931 vs 136,085



Pages / Session

-8.66%
1.77 vs 1.93



Avg. Session Duration

-17.93%
00:01:08 vs 00:01:23



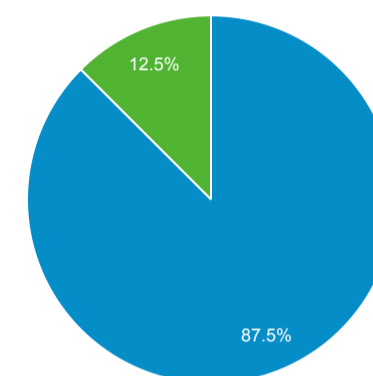
Bounce Rate

5.34%
73.94% vs 70.19%

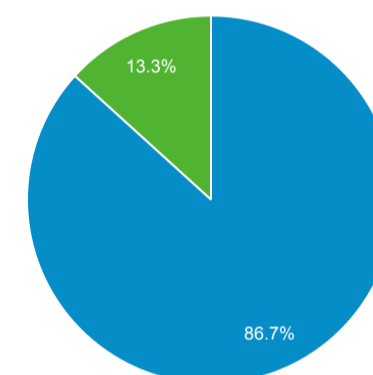


■ New Visitor ■ Returning Visitor

Aug 1, 2021 - Aug 31, 2021



Jul 1, 2021 - Jul 31, 2021



City

City	Users	% Users
1. San Francisco		
Aug 1, 2021 - Aug 31, 2021	8,780	15.03%
Jul 1, 2021 - Jul 31, 2021	8,909	14.76%
% Change	-1.45%	1.86%
2. (not set)		
Aug 1, 2021 - Aug 31, 2021	3,236	5.54%
Jul 1, 2021 - Jul 31, 2021	1,259	2.09%
% Change	157.03%	165.64%
3. Sacramento		
Aug 1, 2021 - Aug 31, 2021	3,110	5.32%
Jul 1, 2021 - Jul 31, 2021	3,370	5.58%
% Change	-7.72%	-4.62%
4. San Jose		
Aug 1, 2021 - Aug 31, 2021	2,767	4.74%
Jul 1, 2021 - Jul 31, 2021	3,109	5.15%
% Change	-11.00%	-8.02%
5. Los Angeles		
Aug 1, 2021 - Aug 31, 2021	1,385	2.37%
Jul 1, 2021 - Jul 31, 2021	1,426	2.36%
% Change	-2.88%	0.38%
6. Oakland		
Aug 1, 2021 - Aug 31, 2021	985	1.69%
Jul 1, 2021 - Jul 31, 2021	1,089	1.80%
% Change	-9.55%	-6.52%
7. Fort Bragg		

Aug 1, 2021 - Aug 31, 2021	936	1.60%
Jul 1, 2021 - Jul 31, 2021	1,075	1.78%
% Change	-12.93%	-10.01%
8. Roseville		
Aug 1, 2021 - Aug 31, 2021	794	1.36%
Jul 1, 2021 - Jul 31, 2021	796	1.32%
% Change	-0.25%	3.09%
9. Stockton		
Aug 1, 2021 - Aug 31, 2021	791	1.35%
Jul 1, 2021 - Jul 31, 2021	843	1.40%
% Change	-6.17%	-3.02%
10. Santa Rosa		
Aug 1, 2021 - Aug 31, 2021	743	1.27%
Jul 1, 2021 - Jul 31, 2021	853	1.41%
% Change	-12.90%	-9.98%

