

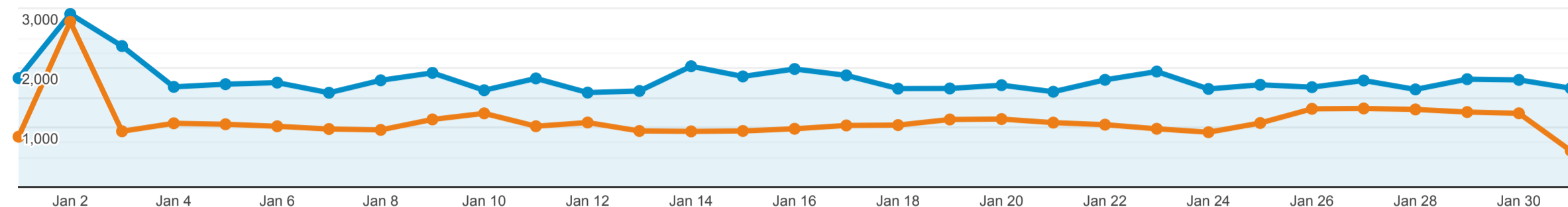
## Audience Overview

All Users  
+0.00% Users

Jan 1, 2022 - Jan 31, 2022  
Compare to: Dec 1, 2021 - Dec 31, 2021

### Overview

Jan 1, 2022 - Jan 31, 2022: ● Users  
Dec 1, 2021 - Dec 31, 2021: ● Users



#### Users

**63.71%**

51,396 vs 31,395



#### New Users

**61.34%**

49,474 vs 30,665



#### Sessions

**64.54%**

61,513 vs 37,384



#### Number of Sessions per User

**0.51%**

1.20 vs 1.19



#### Pageviews

**53.54%**

101,282 vs 65,963



#### Pages / Session

**-6.69%**

1.65 vs 1.76



#### Avg. Session Duration

**-7.74%**

00:00:59 vs 00:01:04



#### Bounce Rate

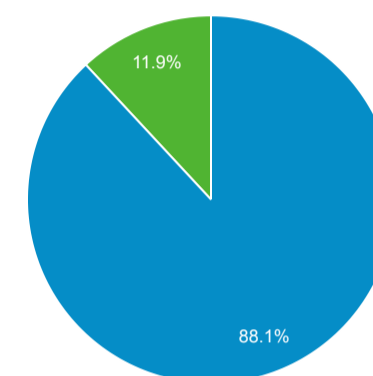
**4.34%**

76.09% vs 72.92%

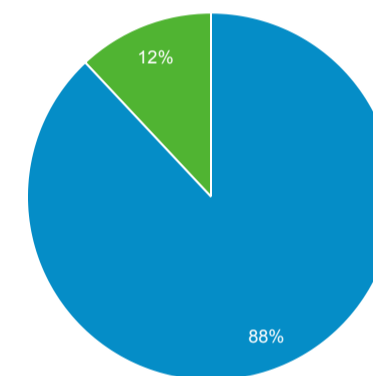


■ New Visitor ■ Returning Visitor

Jan 1, 2022 - Jan 31, 2022



Dec 1, 2021 - Dec 31, 2021



### City

Users % Users

City	Users	% Users
<b>1. San Francisco</b>		
Jan 1, 2022 - Jan 31, 2022	6,883	13.20%
Dec 1, 2021 - Dec 31, 2021	4,151	12.77%
<b>% Change</b>	<b>65.82%</b>	<b>3.35%</b>
<b>2. San Jose</b>		
Jan 1, 2022 - Jan 31, 2022	3,598	6.90%
Dec 1, 2021 - Dec 31, 2021	2,110	6.49%
<b>% Change</b>	<b>70.52%</b>	<b>6.28%</b>
<b>3. Sacramento</b>		
Jan 1, 2022 - Jan 31, 2022	3,384	6.49%
Dec 1, 2021 - Dec 31, 2021	2,049	6.30%
<b>% Change</b>	<b>65.15%</b>	<b>2.94%</b>
<b>4. Charlotte</b>		
Jan 1, 2022 - Jan 31, 2022	1,978	3.79%
Dec 1, 2021 - Dec 31, 2021	2,046	6.29%
<b>% Change</b>	<b>-3.32%</b>	<b>-39.74%</b>
<b>5. Oakland</b>		
Jan 1, 2022 - Jan 31, 2022	1,128	2.16%
Dec 1, 2021 - Dec 31, 2021	672	2.07%
<b>% Change</b>	<b>67.86%</b>	<b>4.62%</b>
<b>6. Stockton</b>		
Jan 1, 2022 - Jan 31, 2022	1,098	2.11%
Dec 1, 2021 - Dec 31, 2021	531	1.63%
<b>% Change</b>	<b>106.78%</b>	<b>28.88%</b>
<b>7. (not set)</b>		

7. (not set)			
Jan 1, 2022 - Jan 31, 2022	1,029		1.97%
Dec 1, 2021 - Dec 31, 2021	769		2.37%
<b>% Change</b>	<b>33.81%</b>		<b>-16.60%</b>
8. Los Angeles			
Jan 1, 2022 - Jan 31, 2022	822		1.58%
Dec 1, 2021 - Dec 31, 2021	791		2.43%
<b>% Change</b>	<b>3.92%</b>		<b>-35.23%</b>
9. Santa Rosa			
Jan 1, 2022 - Jan 31, 2022	701		1.34%
Dec 1, 2021 - Dec 31, 2021	432		1.33%
<b>% Change</b>	<b>62.27%</b>		<b>1.14%</b>
10. Roseville			
Jan 1, 2022 - Jan 31, 2022	667		1.28%
Dec 1, 2021 - Dec 31, 2021	411		1.26%
<b>% Change</b>	<b>62.29%</b>		<b>1.15%</b>

