

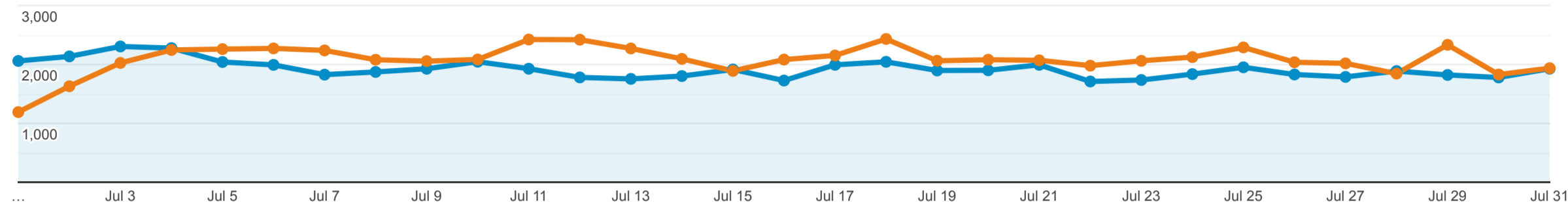
## Audience Overview

○ ○ All Users  
+0.00% Users

Jul 1, 2022 - Jul 31, 2022  
Compare to: Jul 1, 2021 - Jul 31, 2021

### Overview

Jul 1, 2022 - Jul 31, 2022: ● Users  
Jul 1, 2021 - Jul 31, 2021: ● Users



#### Users

**-9.32%**  
53,095 vs 58,551



#### New Users

**-9.03%**  
51,558 vs 56,673



#### Sessions

**-6.52%**  
65,776 vs 70,366



#### Number of Sessions per User

**3.08%**  
1.24 vs 1.20



#### Pageviews

**-13.87%**  
117,209 vs 136,085



#### Pages / Session

**-7.86%**  
1.78 vs 1.93



#### Avg. Session Duration

**-9.09%**  
00:01:15 vs 00:01:23



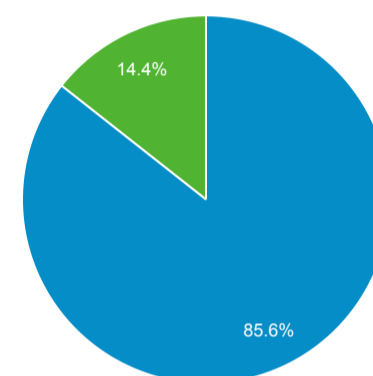
#### Bounce Rate

**2.73%**  
72.11% vs 70.19%

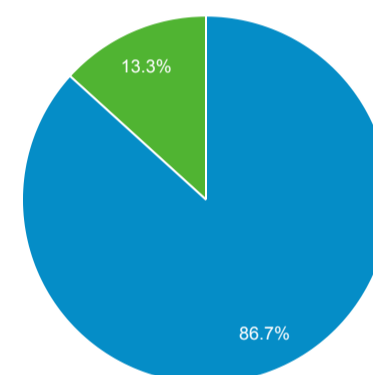


■ New Visitor ■ Returning Visitor

Jul 1, 2022 - Jul 31, 2022



Jul 1, 2021 - Jul 31, 2021



### City

City	Users	% Users
<b>1. Los Angeles</b>		
Jul 1, 2022 - Jul 31, 2022	9,987	18.03%
Jul 1, 2021 - Jul 31, 2021	1,426	2.36%
<b>% Change</b>	<b>600.35%</b>	<b>663.48%</b>
<b>2. San Jose</b>		
Jul 1, 2022 - Jul 31, 2022	6,455	11.66%
Jul 1, 2021 - Jul 31, 2021	3,109	5.15%
<b>% Change</b>	<b>107.62%</b>	<b>126.34%</b>
<b>3. San Francisco</b>		
Jul 1, 2022 - Jul 31, 2022	5,030	9.08%
Jul 1, 2021 - Jul 31, 2021	8,909	14.76%
<b>% Change</b>	<b>-43.54%</b>	<b>-38.45%</b>
<b>4. Sacramento</b>		
Jul 1, 2022 - Jul 31, 2022	3,078	5.56%
Jul 1, 2021 - Jul 31, 2021	3,370	5.58%
<b>% Change</b>	<b>-8.66%</b>	<b>-0.43%</b>
<b>5. (not set)</b>		
Jul 1, 2022 - Jul 31, 2022	1,619	2.92%
Jul 1, 2021 - Jul 31, 2021	1,259	2.09%
<b>% Change</b>	<b>28.59%</b>	<b>40.19%</b>
<b>6. New York</b>		
Jul 1, 2022 - Jul 31, 2022	822	1.48%
Jul 1, 2021 - Jul 31, 2021	245	0.41%
<b>% Change</b>	<b>235.51%</b>	<b>265.75%</b>
<b>7. Oakland</b>		

7. <a href="#">Oakland</a>			
Jul 1, 2022 - Jul 31, 2022		757	1.37%
Jul 1, 2021 - Jul 31, 2021		1,089	1.80%
<b>% Change</b>		<b>-30.49%</b>	<b>-24.22%</b>
8. <a href="#">Fort Bragg</a>			
Jul 1, 2022 - Jul 31, 2022		713	1.29%
Jul 1, 2021 - Jul 31, 2021		1,075	1.78%
<b>% Change</b>		<b>-33.67%</b>	<b>-27.70%</b>
9. <a href="#">Stockton</a>			
Jul 1, 2022 - Jul 31, 2022		675	1.22%
Jul 1, 2021 - Jul 31, 2021		843	1.40%
<b>% Change</b>		<b>-19.93%</b>	<b>-12.71%</b>
10. <a href="#">Santa Rosa</a>			
Jul 1, 2022 - Jul 31, 2022		626	1.13%
Jul 1, 2021 - Jul 31, 2021		853	1.41%
<b>% Change</b>		<b>-26.61%</b>	<b>-20.00%</b>

