

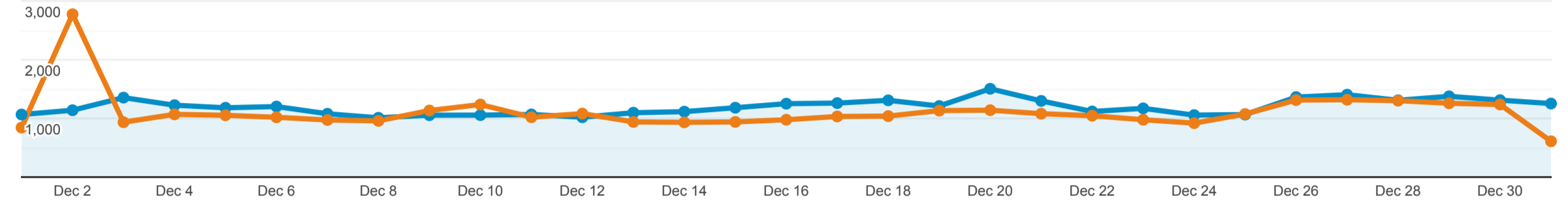
Audience Overview

○ ○ All Users
+0.00% Users

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

Overview

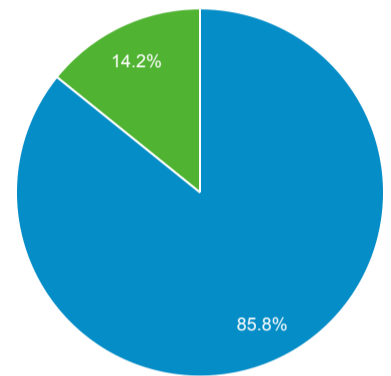
Dec 1, 2022 - Dec 31, 2022: ● Users
Dec 1, 2021 - Dec 31, 2021: ● Users



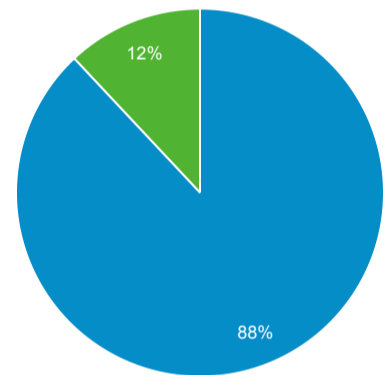
Users 4.96% 32,951 vs 31,395	New Users 5.03% 32,207 vs 30,665	Sessions 10.22% 41,206 vs 37,384	Number of Sessions per User 5.02% 1.25 vs 1.19
Pageviews -2.65% 64,214 vs 65,963	Pages / Session -11.68% 1.56 vs 1.76	Avg. Session Duration -8.07% 00:00:59 vs 00:01:04	Bounce Rate 6.83% 77.90% vs 72.92%

■ New Visitor ■ Returning Visitor

Dec 1, 2022 - Dec 31, 2022



Dec 1, 2021 - Dec 31, 2021



City	Users	% Users
1. San Jose		
Dec 1, 2022 - Dec 31, 2022	4,521	12.60%
Dec 1, 2021 - Dec 31, 2021	2,110	6.49%
% Change	114.27%	94.02%
2. San Francisco		
Dec 1, 2022 - Dec 31, 2022	2,418	6.74%
Dec 1, 2021 - Dec 31, 2021	4,151	12.77%
% Change	-41.75%	-47.25%
3. (not set)		
Dec 1, 2022 - Dec 31, 2022	2,289	6.38%
Dec 1, 2021 - Dec 31, 2021	769	2.37%
% Change	197.66%	169.53%
4. Sacramento		
Dec 1, 2022 - Dec 31, 2022	1,543	4.30%
Dec 1, 2021 - Dec 31, 2021	2,049	6.30%
% Change	-24.69%	-31.81%
5. Los Angeles		
Dec 1, 2022 - Dec 31, 2022	1,302	3.63%
Dec 1, 2021 - Dec 31, 2021	791	2.43%
% Change	64.60%	49.05%
6. Fort Bragg		
Dec 1, 2022 - Dec 31, 2022	534	1.49%
Dec 1, 2021 - Dec 31, 2021	475	1.46%
% Change	12.42%	1.80%
7. Santa Rosa		

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Dec 1, 2022 - Dec 31, 2022	481		1.34%
Dec 1, 2021 - Dec 31, 2021	432		1.33%
% Change	11.34%		0.82%

8. Ukiah

Dec 1, 2022 - Dec 31, 2022	372		1.04%
Dec 1, 2021 - Dec 31, 2021	325		1.00%
% Change	14.46%		3.65%

9. Oakland

Dec 1, 2022 - Dec 31, 2022	355		0.99%
Dec 1, 2021 - Dec 31, 2021	672		2.07%
% Change	-47.17%		-52.16%

10. Seattle

Dec 1, 2022 - Dec 31, 2022	333		0.93%
Dec 1, 2021 - Dec 31, 2021	215		0.66%
% Change	54.88%		40.25%