

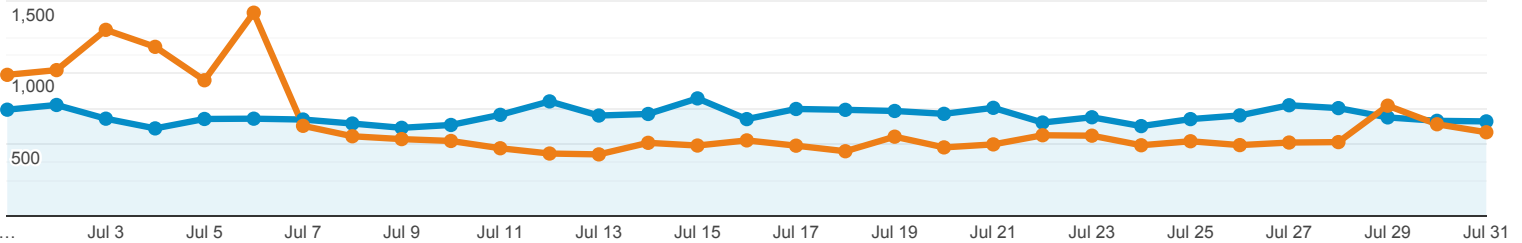
Audience Overview

All Users
+0.00% Users

Jul 1, 2020 - Jul 31, 2020
Compare to: Jul 1, 2019 - Jul 31, 2019

Overview

Jul 1, 2020 - Jul 31, 2020: ● Users
Jul 1, 2019 - Jul 31, 2019: ● Users



Users

10.01%
20,017 vs 18,195



New Users

15.25%
19,404 vs 16,836



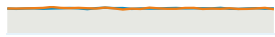
Sessions

7.74%
23,663 vs 21,964



Number of Sessions per User

-2.07%
1.18 vs 1.21



Pageviews

15.30%
66,853 vs 57,983



Pages / Session

7.02%
2.83 vs 2.64



Avg. Session Duration

12.03%
00:02:20 vs 00:02:05



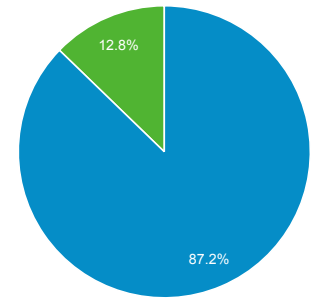
Bounce Rate

-9.35%
55.12% vs 60.80%

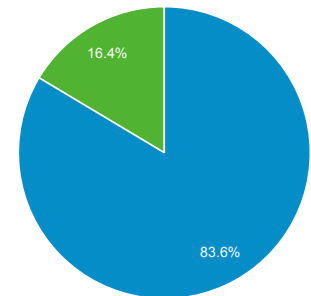


■ New Visitor ■ Returning Visitor

Jul 1, 2020 - Jul 31, 2020



Jul 1, 2019 - Jul 31, 2019



City	Users	% Users
1. San Francisco		
Jul 1, 2020 - Jul 31, 2020	3,026	14.75%
Jul 1, 2019 - Jul 31, 2019	3,425	18.13%
% Change	-11.65%	-18.62%
2. Sacramento		
Jul 1, 2020 - Jul 31, 2020	682	3.33%
Jul 1, 2019 - Jul 31, 2019	602	3.19%
% Change	13.29%	4.35%
3. San Jose		
Jul 1, 2020 - Jul 31, 2020	665	3.24%
Jul 1, 2019 - Jul 31, 2019	411	2.18%
% Change	61.80%	49.03%
4. Los Angeles		
Jul 1, 2020 - Jul 31, 2020	641	3.13%

Jul 1, 2019 - Jul 31, 2019	476	2.52%
% Change	34.66%	24.03%
5. Oakland		
Jul 1, 2020 - Jul 31, 2020	592	2.89%
Jul 1, 2019 - Jul 31, 2019	313	1.66%
% Change	89.14%	74.21%
6. Fort Bragg		
Jul 1, 2020 - Jul 31, 2020	508	2.48%
Jul 1, 2019 - Jul 31, 2019	887	4.70%
% Change	-42.73%	-47.25%
7. (not set)		
Jul 1, 2020 - Jul 31, 2020	416	2.03%
Jul 1, 2019 - Jul 31, 2019	726	3.84%
% Change	-42.70%	-47.22%
8. Santa Rosa		
Jul 1, 2020 - Jul 31, 2020	411	2.00%
Jul 1, 2019 - Jul 31, 2019	272	1.44%
% Change	51.10%	39.17%
9. Ukiah		
Jul 1, 2020 - Jul 31, 2020	343	1.67%
Jul 1, 2019 - Jul 31, 2019	547	2.90%
% Change	-37.29%	-42.24%
10. Roseville		
Jul 1, 2020 - Jul 31, 2020	229	1.12%
Jul 1, 2019 - Jul 31, 2019	117	0.62%
% Change	95.73%	80.28%