

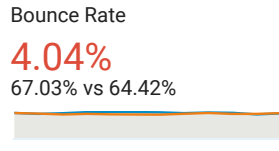
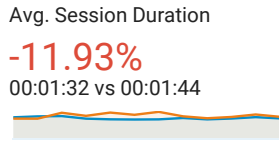
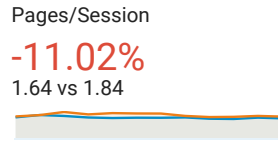
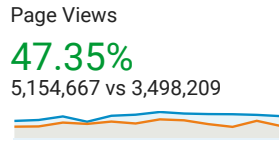
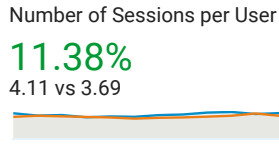
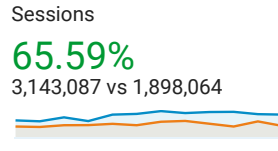
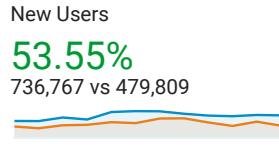
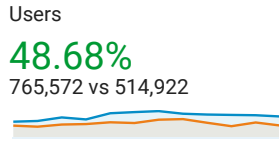
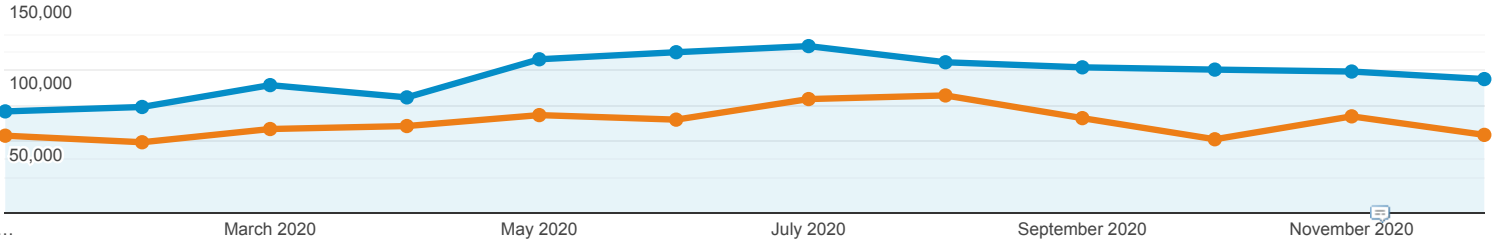
Audience Overview

All Users
+0.00% Users

1 Jan 2020 - 31 Dec 2020
Compare to: 1 Jan 2019 - 31 Dec 2019

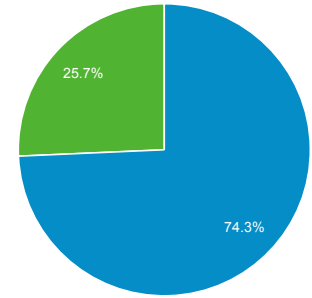
Overview

01-Jan-2020 - 31-Dec-2020: ● Users
01-Jan-2019 - 31-Dec-2019: ● Users

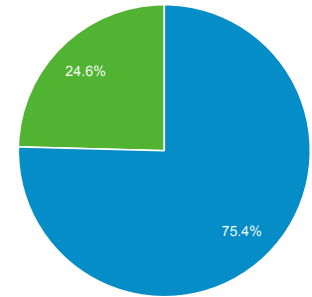


■ New Visitor ■ Returning Visitor

01-Jan-2020 - 31-Dec-2020



01-Jan-2019 - 31-Dec-2019



City	Users	% Users
1. Helsinki		
01-Jan-2020 - 31-Dec-2020	405,976	40.77%
01-Jan-2019 - 31-Dec-2019	234,378	34.58%
% Change	73.21%	17.89%
2. Tampere		
01-Jan-2020 - 31-Dec-2020	85,418	8.58%
01-Jan-2019 - 31-Dec-2019	61,666	9.10%
% Change	38.52%	-5.73%
3. Espoo		
01-Jan-2020 - 31-Dec-2020	67,728	6.80%
01-Jan-2019 - 31-Dec-2019	38,301	5.65%
% Change	76.83%	20.35%
4. Turku		
01-Jan-2020 - 31-Dec-2020	43,997	4.42%

01-Jan-2019 - 31-Dec-2019	37,431	5.52%
% Change	17.54%	-20.00%
5. Vantaa		
01-Jan-2020 - 31-Dec-2020	40,694	4.09%
01-Jan-2019 - 31-Dec-2019	22,499	3.32%
% Change	80.87%	23.10%
6. Oulu		
01-Jan-2020 - 31-Dec-2020	32,310	3.24%
01-Jan-2019 - 31-Dec-2019	15,017	2.22%
% Change	115.16%	46.44%
7. Rauma		
01-Jan-2020 - 31-Dec-2020	29,483	2.96%
01-Jan-2019 - 31-Dec-2019	9,620	1.42%
% Change	206.48%	108.59%
8. Jyvaskyla sub-region		
01-Jan-2020 - 31-Dec-2020	19,169	1.92%
01-Jan-2019 - 31-Dec-2019	14,813	2.19%
% Change	29.41%	-11.93%
9. (not set)		
01-Jan-2020 - 31-Dec-2020	17,108	1.72%
01-Jan-2019 - 31-Dec-2019	21,153	3.12%
% Change	-19.12%	-44.95%
10. Lahti		
01-Jan-2020 - 31-Dec-2020	13,081	1.31%
01-Jan-2019 - 31-Dec-2019	11,303	1.67%
% Change	15.73%	-21.23%