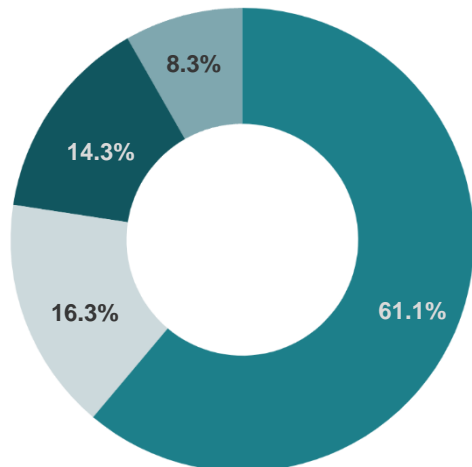
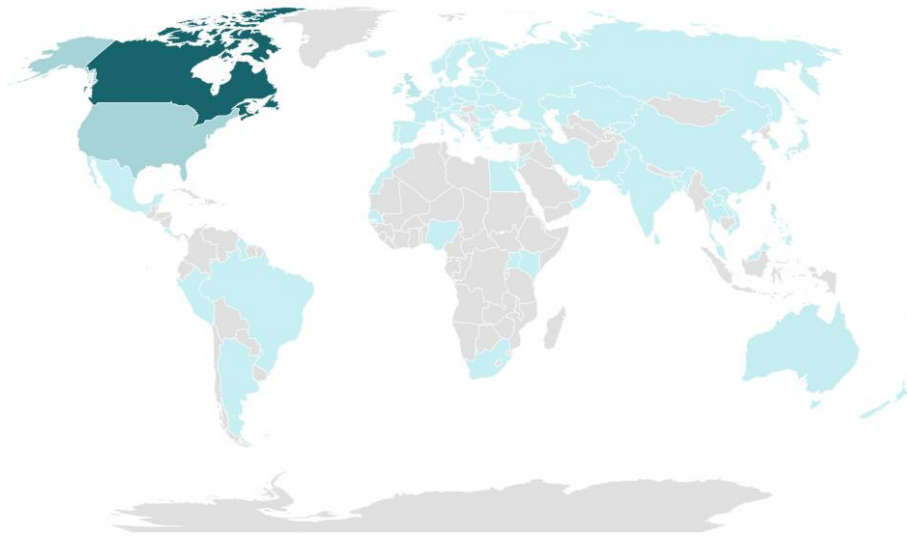


Acquisitions (Traffic to site by number of users)	
Channel	Users
Direct	11,343 (61.1%)
Organic Search	2,660 (14.3%)
Referral	1,531 (8.3%)
Social Media	3,021 (16.3%)



2021 Year to Date	
Users	36,208
New Users	35,016
Sessions	83,082
Avg. Sessions per User	2.29
Avg. Session Duration	00:05:46
Pages/Session	5.29
Unique Pageviews	330,272
Pageviews	439,582

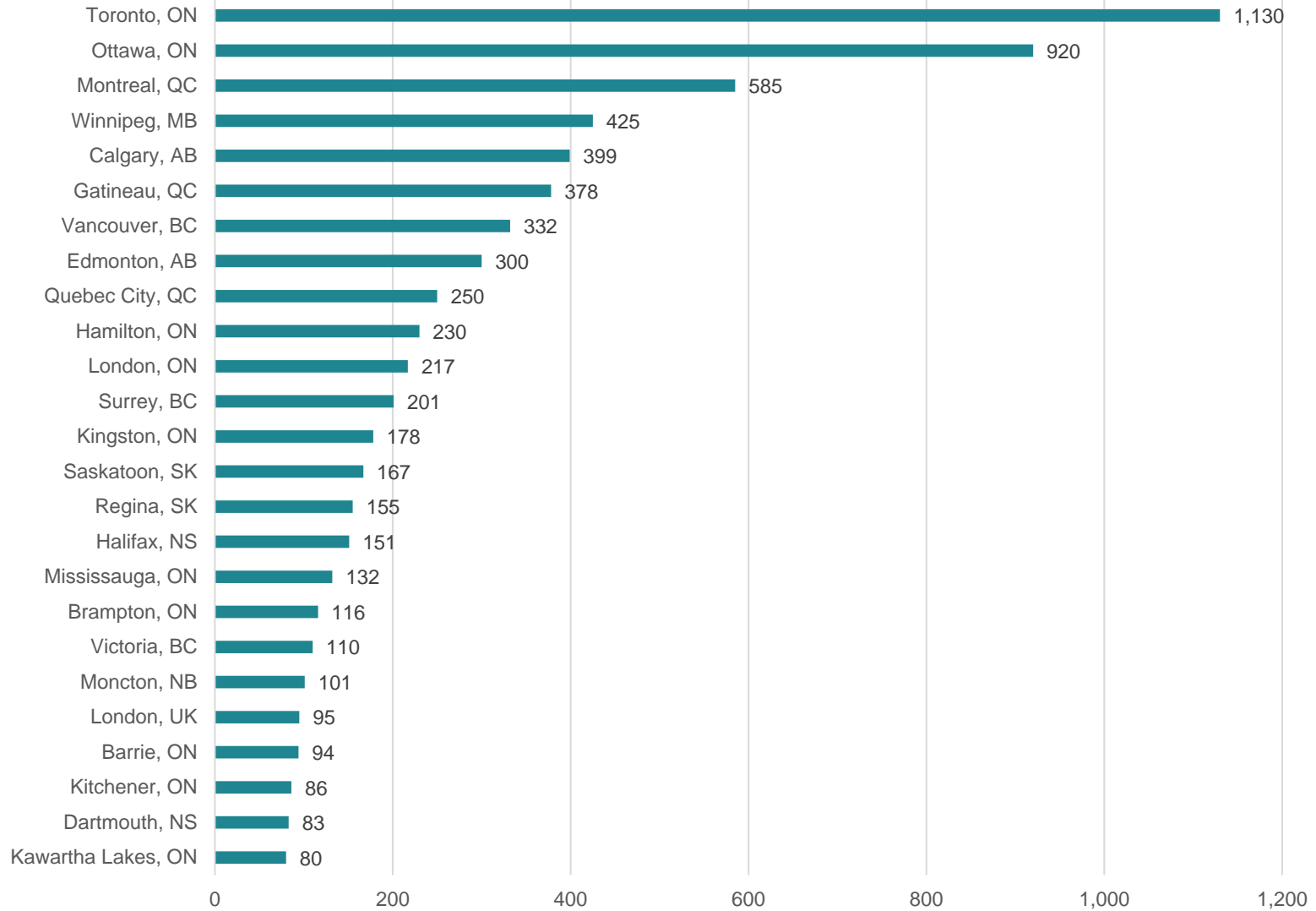


Country (Top 25)	Users	% (World)
Canada	13,243	74.61%
United States	2,653	14.95%
United Kingdom	762	4.29%
Netherlands	174	0.98%
France	152	0.86%
Australia	117	0.66%
China	90	0.51%
Germany	70	0.39%
Belgium	57	0.32%
Ireland	43	0.24%
New Zealand	29	0.16%
Poland	29	0.16%
India	24	0.14%
Italy	22	0.12%
South Korea	15	0.08%
Denmark	14	0.08%
Russia	14	0.08%
Sweden	14	0.08%
Mexico	12	0.07%
Philippines	12	0.07%
Argentina	10	0.06%
Austria	10	0.06%
Spain	9	0.05%
Brazil	8	0.05%
Finland	8	0.05%

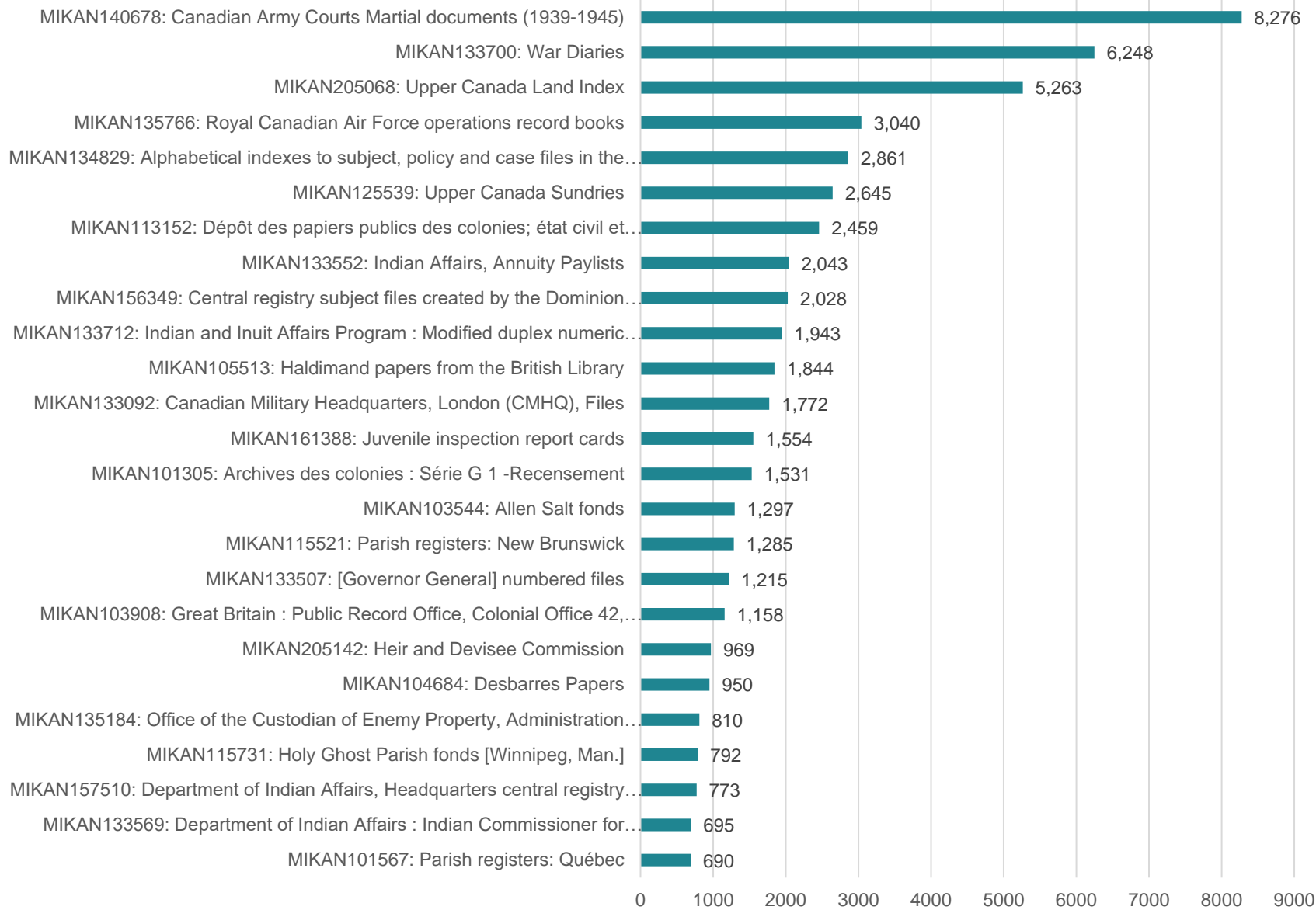
Canada (by Province)	Users	% (Canada)
Ontario	5,865	44.04%
Quebec	2,318	17.41%
British Columbia	1,764	13.25%
Alberta	1,233	9.26%
Manitoba	603	4.53%
Nova Scotia	511	3.84%
Saskatchewan	459	3.45%
New Brunswick	342	2.57%
Newfoundland and Labrador	106	0.80%
Prince Edward Island	52	0.39%
Yukon	42	0.32%
Northwest Territories	14	0.11%
Nunavut	1	0.01%



Users by City (Top 25)



Most Popular Héritage Series
(Top 25 by number of Unique Pageviews)



Most Popular Héritage Series
(Top 25 by number of Users)

