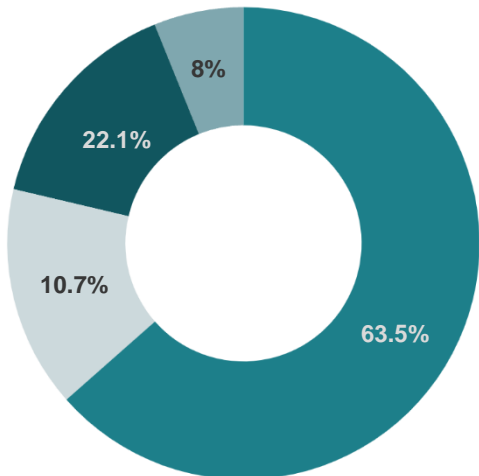
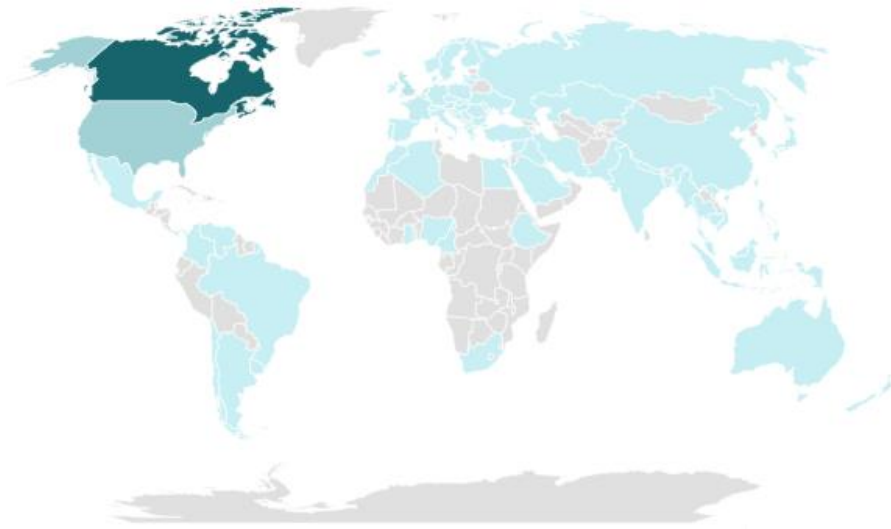


Acquisitions (Traffic to site by number of users)	
Channel	Users
Direct	13,121 (63.5%)
Organic Search	3,136 (22.1%)
Referral	1,268 (8%)
Social Media	3,143 (10.7%)



2021 Year to Date	
Users	19,732
New Users	18,619
Sessions	43,761
Avg. Sessions per User	2.22
Avg. Session Duration	00:05:39
Pages/Session	5.31
Unique Pageviews	174,914
Pageviews	232,483

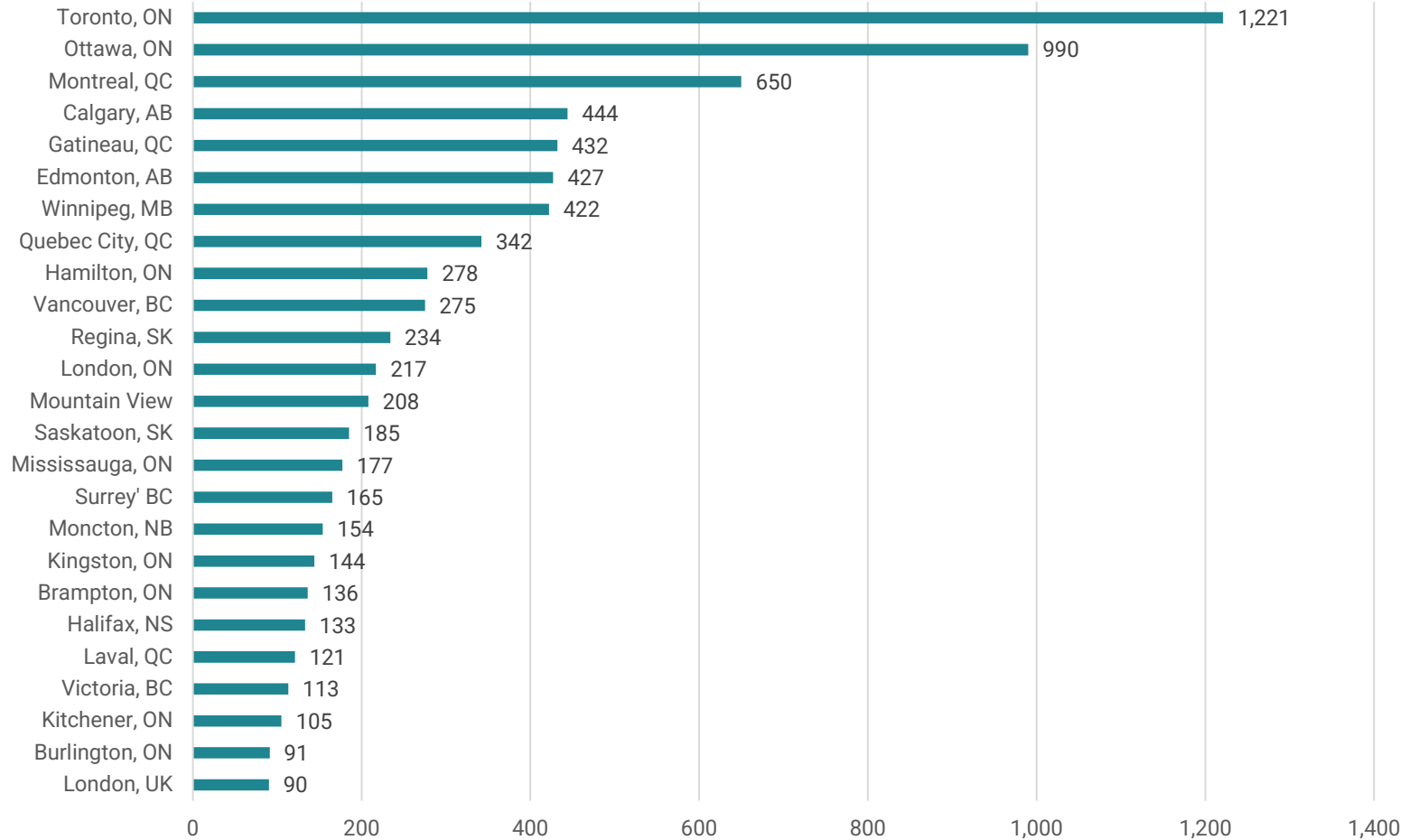


Country (Top 25)	Users	% (World)
Canada	14,423	72.79%
United States	3,183	16.06%
United Kingdom	912	4.60%
Netherlands	275	1.39%
France	156	0.79%
Australia	113	0.57%
Germany	87	0.44%
China	53	0.27%
Belgium	51	0.26%
Ireland	39	0.20%
Italy	39	0.20%
New Zealand	36	0.18%
Hong Kong	26	0.13%
South Korea	26	0.13%
Poland	25	0.13%
India	24	0.12%
Japan	22	0.11%
Sweden	21	0.11%
Austria	15	0.08%
Finland	14	0.07%
Switzerland	13	0.07%
Ukraine	13	0.07%
Brazil	12	0.06%
Denmark	12	0.06%
Czechia	11	0.06%

Canada (by Province)	Users	% (Canada)
Ontario	6,119	42.03%
Quebec	2,902	19.93%
British Columbia	1,747	12.00%
Alberta	1,510	10.37%
Manitoba	587	4.03%
Saskatchewan	584	4.01%
Nova Scotia	443	3.04%
New Brunswick	411	2.82%
Newfoundland and Labrador	108	0.74%
Prince Edward Island	84	0.58%
Yukon	49	0.34%
Northwest Territories	13	0.09%
Nunavut	1	0.01%



Users by City (Top 25)



Most Popular Héritage Items
(Top 25 by number of Pageviews)

