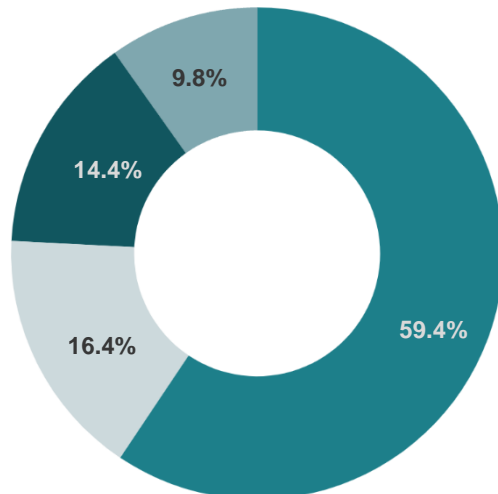
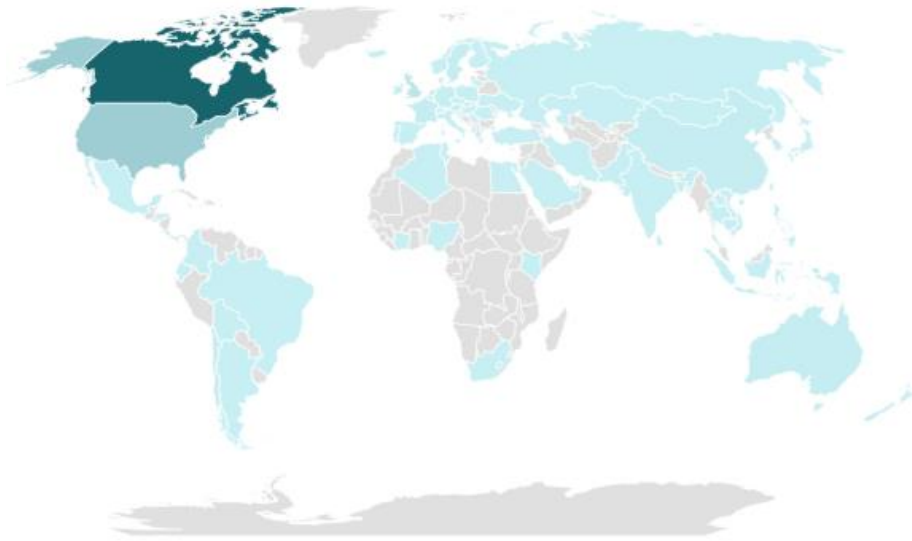


Acquisitions (Traffic to site by number of users)	
Channel	Users
Direct	9,475 (59.4%)
Organic Search	2,291 (14.4%)
Referral	1,568 (9.8%)
Social Media	2,618 (16.4%)



2021 Year to Date	
Users	49,782
New Users	49,028
Sessions	116,347
Avg. Sessions per User	2.34
Avg. Session Duration	00:05:36
Pages/Session	5.12
Unique Pageviews	449,226
Pageviews	595,867

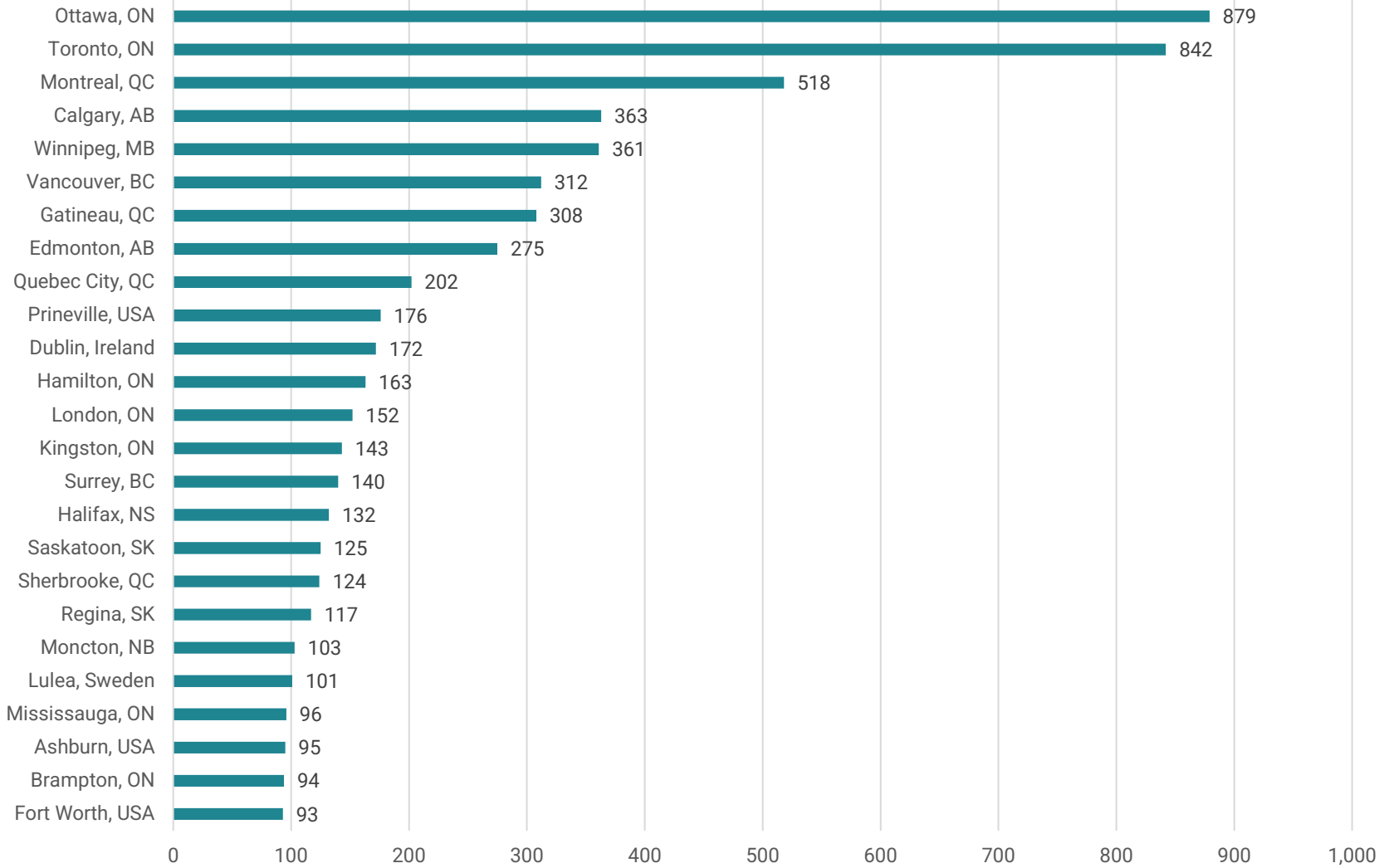


Country (Top 25)	Users	% (World)
Canada	10742	70.49%
United States	2520	16.54%
United Kingdom	718	4.71%
Ireland	179	1.17%
Netherlands	137	0.90%
Australia	122	0.80%
Sweden	114	0.75%
France	111	0.73%
China	97	0.64%
Germany	80	0.53%
Belgium	46	0.30%
New Zealand	40	0.26%
Italy	35	0.23%
Poland	18	0.12%
Finland	15	0.10%
Switzerland	14	0.09%
Ukraine	14	0.09%
Russia	13	0.09%
Denmark	12	0.08%
Austria	11	0.07%
Spain	11	0.07%
India	10	0.07%
South Korea	10	0.07%
Japan	9	0.06%
Norway	9	0.06%

Canada (by Province)	Users	% (Canada)
Ontario	4,456	41.10%
Quebec	1,993	18.38%
British Columbia	1,442	13.30%
Alberta	1,109	10.23%
Manitoba	568	5.24%
Nova Scotia	395	3.64%
Saskatchewan	371	3.42%
New Brunswick	300	2.77%
Newfoundland and Labrador	92	0.85%
Prince Edward Island	50	0.46%
Yukon	31	0.29%
Northwest Territories	24	0.22%
Nunavut	4	0.04%



Users by City (Top 25)



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

