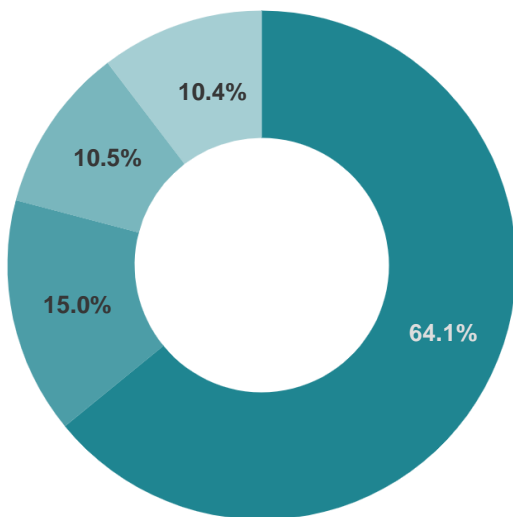
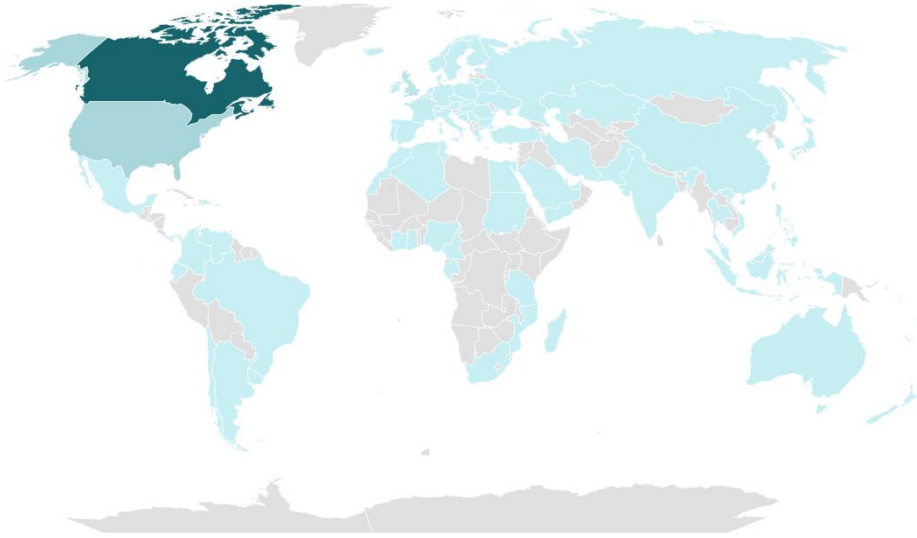


Acquisitions (Traffic to site by number of users)	
Channel	Users
● Direct	10,922 (64.1%)
● Organic Search	2,560 (15.0%)
● Referral	1,793 (10.5%)
● Social Media	1,769 (10.4%)

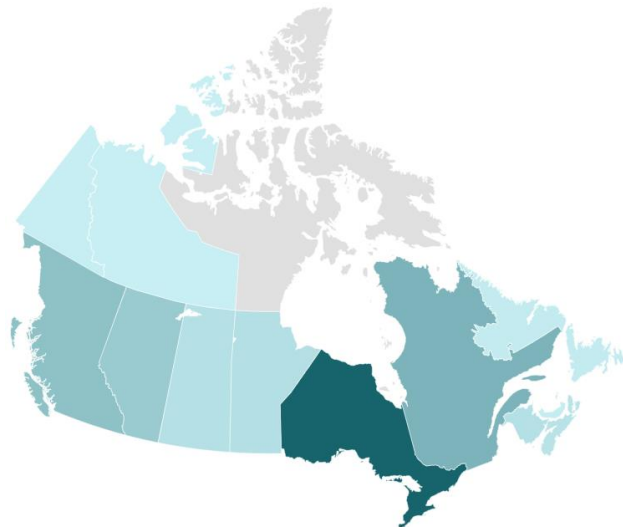


2021 Year to Date	
Users	64,754
New Users	64,310
Sessions	152,887
Avg. Sessions per User	2.34
Avg. Session Duration	00:05:36
Pages/Session	5.07
Pageviews	775,499
Unique Pageviews	588,031

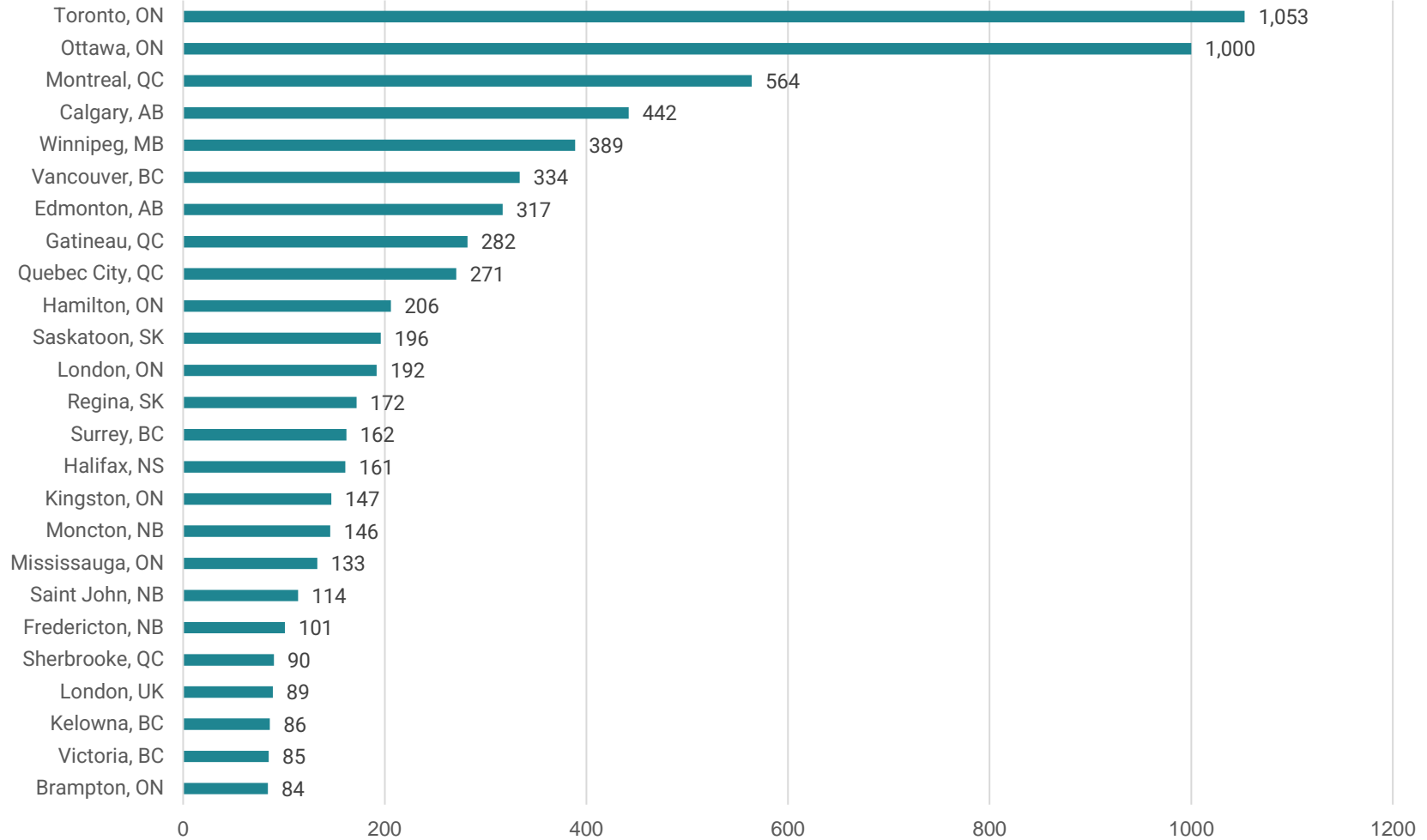


Country (Top 25)	Users	% (World)
Canada	12,236	74.40%
United States	2,195	13.35%
United Kingdom	750	4.56%
Netherlands	169	1.03%
France	150	0.91%
China	129	0.78%
Australia	92	0.56%
Ireland	86	0.52%
Germany	79	0.48%
Sweden	57	0.35%
Belgium	40	0.24%
Switzerland	30	0.18%
Poland	30	0.18%
Russia	29	0.18%
New Zealand	22	0.13%
Spain	20	0.12%
India	20	0.12%
Italy	20	0.12%
South Korea	19	0.12%
Czechia	16	0.10%
Denmark	14	0.09%
Singapore	14	0.09%
Ukraine	13	0.08%
Brazil	11	0.07%
Japan	11	0.07%

Canada (by Province)	Users	% (Canada)
Ontario	4,980	40.15%
Quebec	2,104	16.97%
British Columbia	1,632	13.16%
Alberta	1,317	10.62%
Manitoba	587	4.73%
New Brunswick	542	4.37%
Saskatchewan	541	4.36%
Nova Scotia	444	3.58%
Newfoundland and Labrador	116	0.94%
Prince Edward Island	77	0.62%
Yukon	28	0.23%
Northwest Territories	21	0.17%



### Users by City (Top 25)



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

