



Canadiana

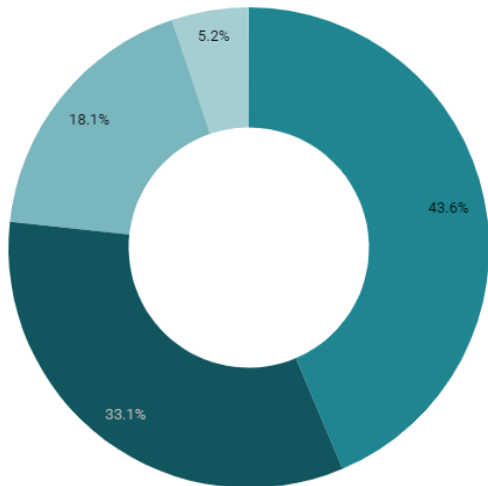
by CRKN | par RCDR

Reporting Period
January 1 – March 31, 2022

Platform
www.canadiana.ca

Q1 Usage (Compared to previous quarter: 2021Q4)			
Users 51,863 ▼ 5.87%	New Users 49,070 ▼ 7.78%	Sessions 85,774 ▼ 2.25%	Avg. Sessions per User 1.65 ▲ 3.85%
Avg. Session Duration 04:43 ▲ 11.80%	Avg. Pages per Session 5.44 ▲ 3.59%	Unique Pageviews 376,775 ▲ 3.03%	Pageviews 466,294 ▲ 1.26%

Acquisitions (Traffic to site by number of users)	
Channel	Users
Direct	23,446 (43.6%)
Organic Search	17,796 (33.1%)
Referral	9,730 (18.1%)
Social Media	2,782 (5.1%)



2022 Year to Date	
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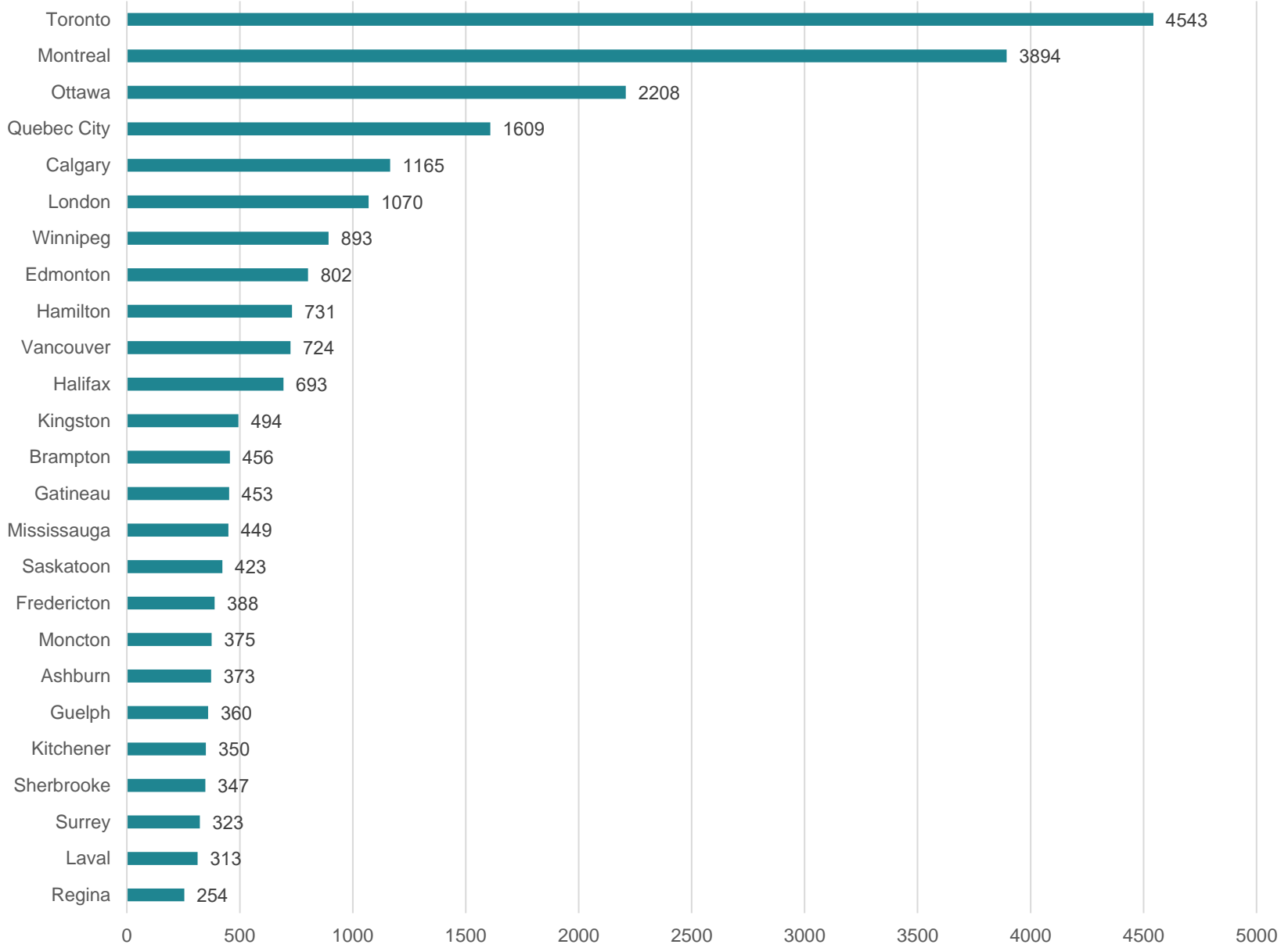


Country (Top 25)	Users	% (World)
Canada	39816	76.77%
United States	7054	13.60%
United Kingdom	887	1.71%
France	495	0.95%
China	354	0.68%
Australia	267	0.51%
India	212	0.41%
Germany	194	0.37%
Italy	159	0.31%
Ireland	128	0.25%
Spain	97	0.19%
Netherlands	96	0.19%
Japan	95	0.18%
New Zealand	95	0.18%
Brazil	86	0.17%
Mexico	84	0.16%
Sweden	83	0.16%
Poland	82	0.16%
Russia	77	0.15%
Belgium	65	0.13%
Philippines	60	0.12%
Switzerland	54	0.10%
Finland	47	0.09%
Kenya	43	0.08%
South Korea	43	0.08%

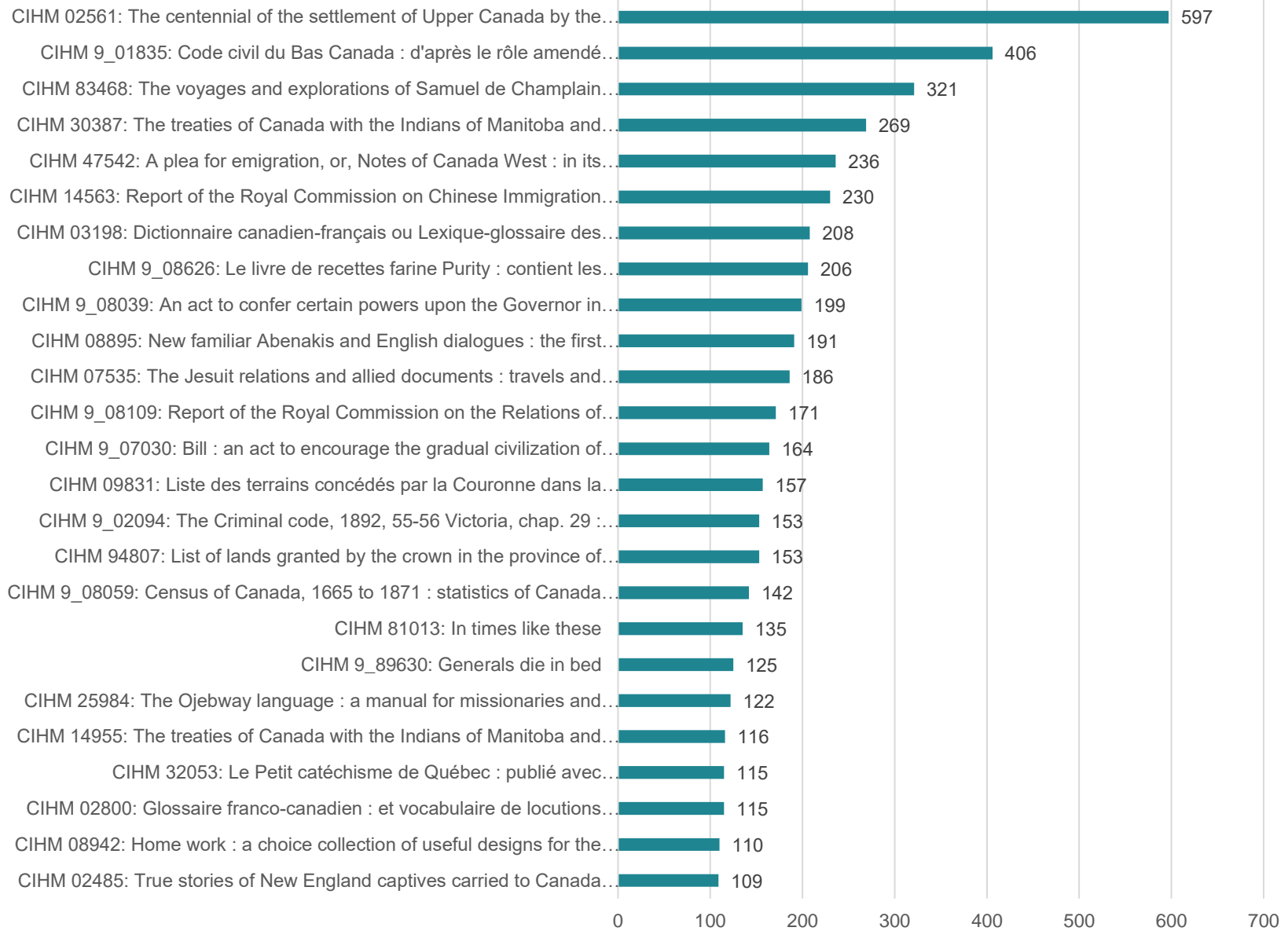
Canada (by Province)	Users	% (Canada)
Ontario	16605	41.80%
Quebec	10228	25.75%
British Columbia	3920	9.87%
Alberta	3122	7.86%
Nova Scotia	1759	4.43%
New Brunswick	1277	3.21%
Manitoba	1199	3.02%
Saskatchewan	882	2.22%
Newfoundland and Labrador	384	0.97%
Prince Edward Island	229	0.58%
Yukon	49	0.12%
Northwest Territories	22	0.06%
Nunavut	5	0.01%



Users by City (Top 25)



Most Popular Canadiana Monographs (Top 25 by number of Unique Pageviews)



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

