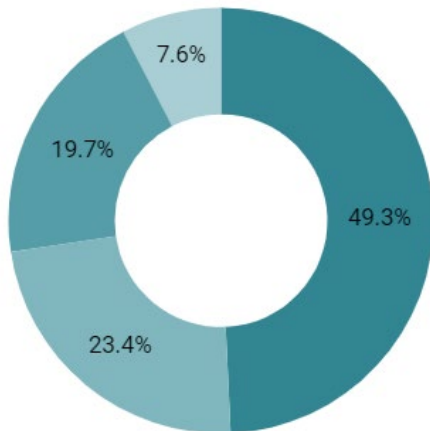


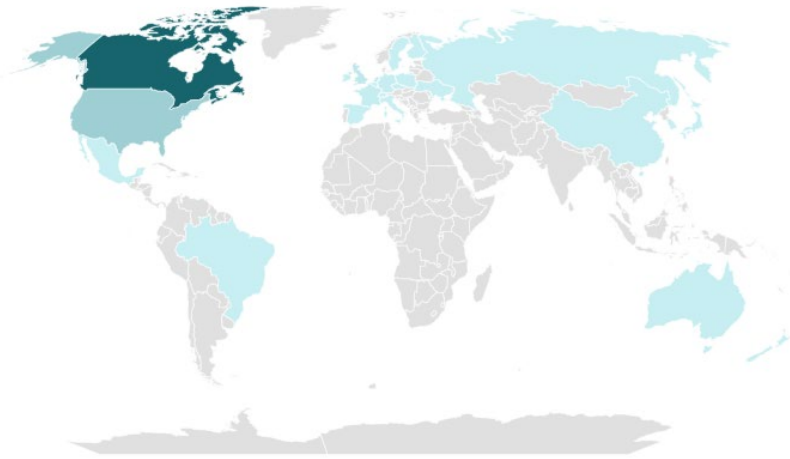


Q1 Usage (Compared to previous quarter: 2021Q4)			
Users	New Users	Sessions	Avg. Sessions per User
18,199 ▲ 13.39%	17,002 ▲ 13.32%	40,707 ▲ 13.42%	2.24 ▲ 0.03%
Avg. Session Duration	Avg. Pages per Session	Unique Pageviews	Pageviews
00:05:40 ▲ 0.48%	4.97 ▲ 0.80%	202, 209 ▲ 16.98%	159, 858 ▲ 14.33%

Acquisitions (Traffic to site by number of users)	
Channel	Users
Direct	3,563 (49.3%)
Organic Search	1,426 (19.7%)
Referral	1,689 (23.4%)
Social Media	551 (7.6%)



2022 Year to Date	
Users	18,199
New Users	17,002
Sessions	40,707
Avg. Sessions per User	2.24
Avg. Session Duration	00:05:40
Pages/Session	4.97
Unique Pageviews	202,209
Pageviews	159,858

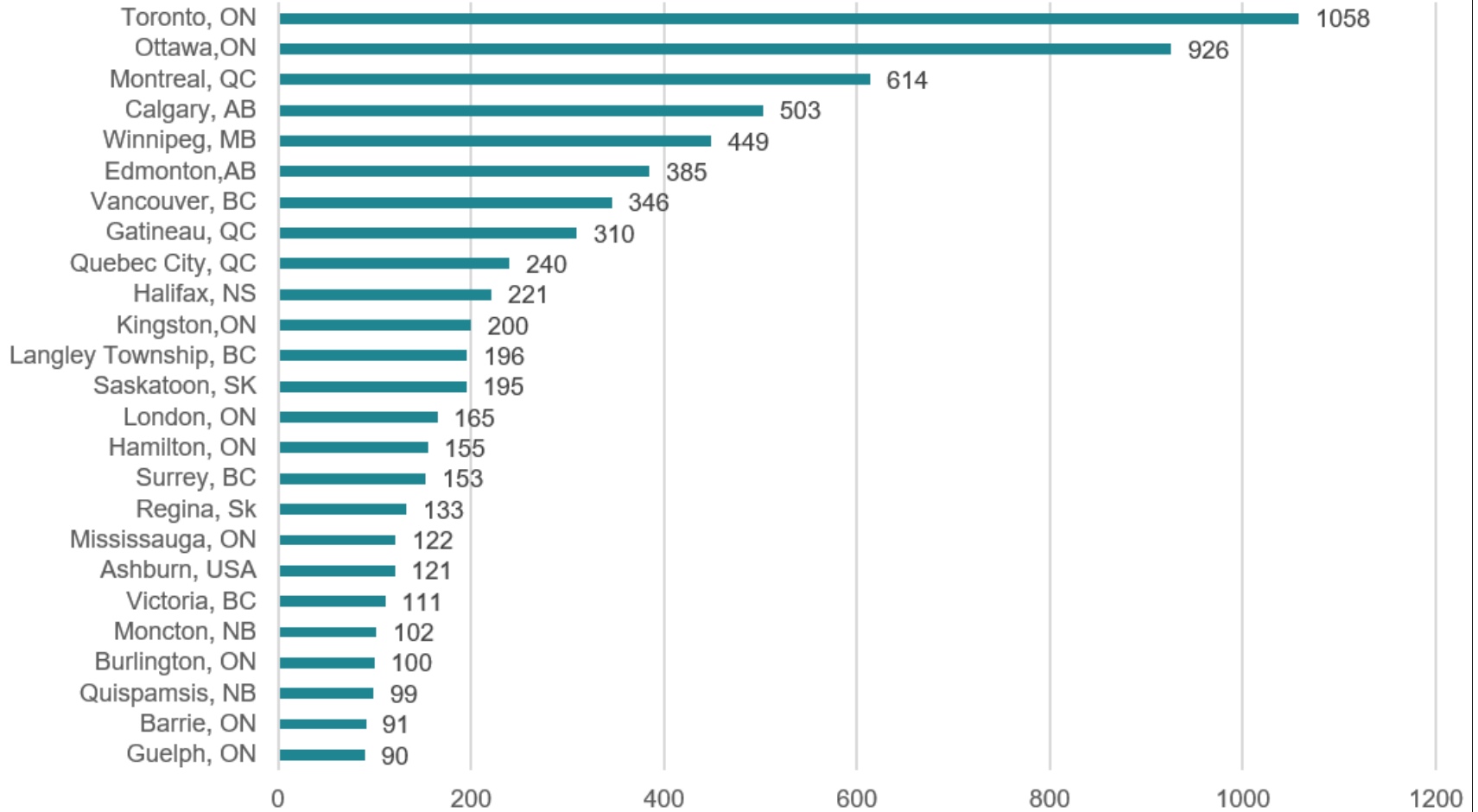


Country (Top 25)	Users	% (World)
Canada	13,173	72.38%
United States	3,044	16.73%
United Kingdom	716	3.93%
Netherlands	243	1.34%
France	142	0.78%
Australia	106	0.58%
Germany	93	0.44%
China	81	0.45%
Ireland	79	0.43%
Sweden	54	0.30%
Belgium	39	0.21%
New Zealand	39	0.21%
South Korea	32	0.18%
Poland	27	0.15%
Russia	27	0.15%
Finland	22	0.12%
Spain	20	0.11%
Mexico	20	0.11%
Italy	17	0.09%
Czechia	16	0.09%
Japan	14	0.08%
Brazil	13	0.07%
Ukraine	13	0.07%
Switzerland	10	0.05%
Hong Kong	10	0.05%

Canada (by Province)	Users	% (Canada)
Ontario	5174	42.03%
Quebec	2254	19.93%
British Columbia	1928	12.00%
Alberta	1562	10.37%
Manitoba	651	4.03%
Saskatchewan	511	4.01%
Nova Scotia	491	3.04%
New Brunswick	420	2.82%
Newfoundland and Labrador	100	0.74%
Prince Edward Island	76	0.58%
Yukon	31	0.34%
Northwest Territories	30	0.09%
Nunavut	1	0.01%



Users by City (Top 25)



Most Popular Héritage Items

(Top 25 by number of Pageviews)

