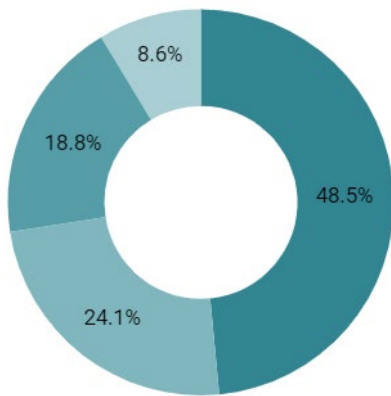


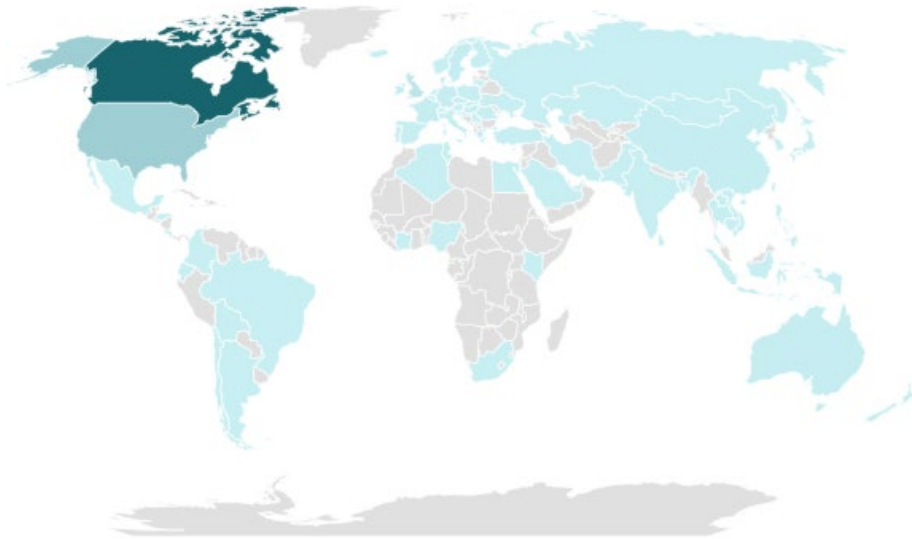


Q3 Usage (Compared to previous quarter: 2022Q2)			
<b>Users</b>	<b>New Users</b>	<b>Sessions</b>	<b>Avg. Sessions per User</b>
<b>13,612</b> ▼16.51%	<b>12,581</b> ▼17.22%	<b>32,578</b> ▼6.50%	<b>2.39</b> ▲12.00%
<b>Avg. Session Duration</b>	<b>Avg. Pages per Session</b>	<b>Unique Pageviews</b>	<b>Pageviews</b>
<b>00:05:54</b> ▲4.86%	<b>4.78</b> ▼2.35%	<b>123,288</b> ▼6.86%	<b>155,593</b> ▼8.69%

Acquisitions (Traffic to site by number of users)	
Channel	Users
Direct	3,575 (48.5%)
Organic Search	1,388 (18.8%)
Referral	1,775 (24.1%)
Social Media	637 (8.6%)



2022 Year to Date	
Users	45,573
New Users	44,782
Sessions	108,126
Avg. Sessions per User	2.43
Avg. Session Duration	00:05:43
Pages/Session	4.89
Unique Pageviews	415,510
Pageviews	528,199

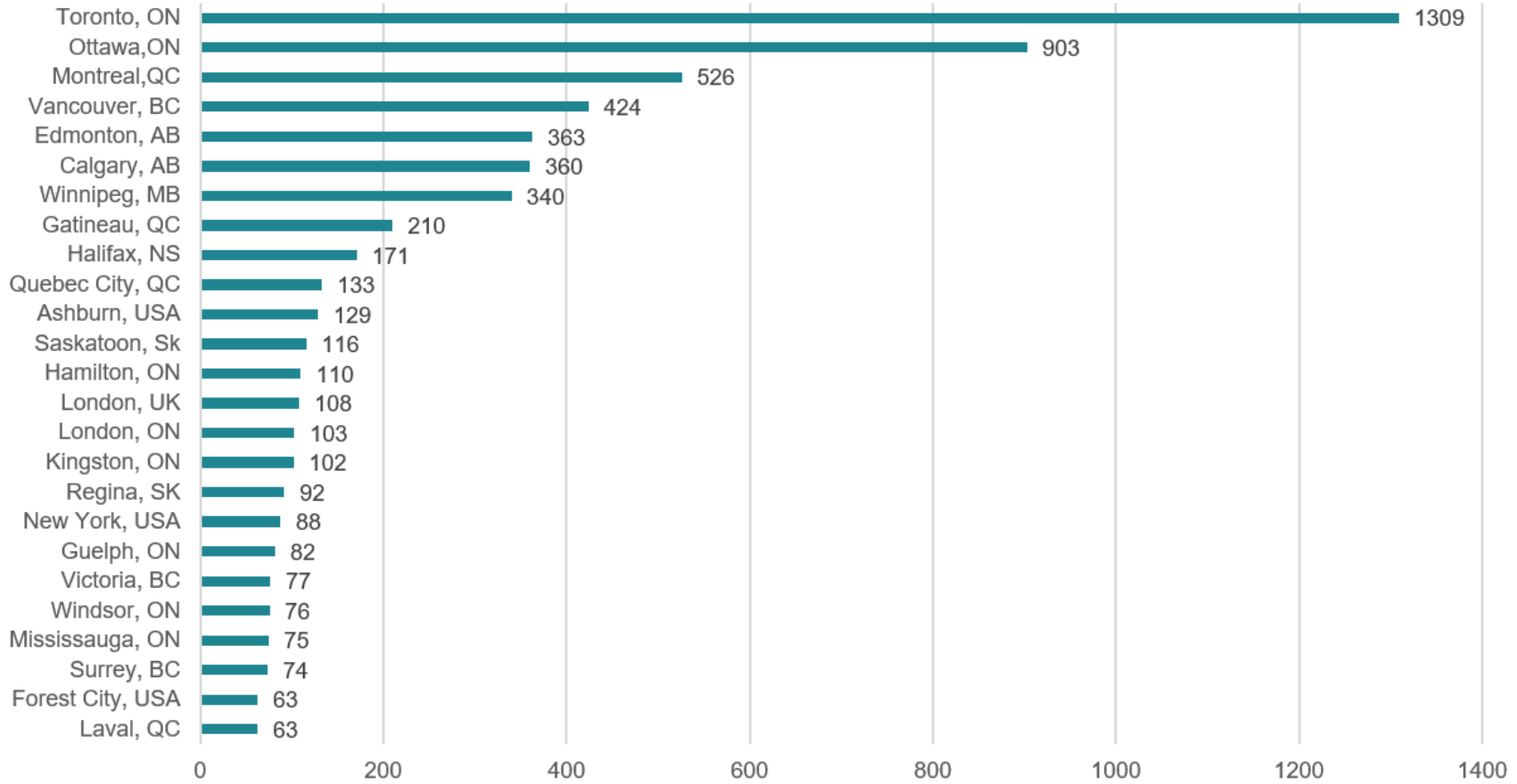


Country (Top 25)	Users	% (World)
Canada	9886	72.23%
United States	2200	16.07%
United Kingdom	530	3.87%
Netherlands	193	1.41%
France	139	1.02%
Australia	110	0.80%
Germany	69	0.50%
Ireland	59	0.43%
China	58	0.42%
Sweden	37	0.27%
Belgium	34	0.25%
New Zealand	30	0.22%
Poland	25	0.18%
Belgium	17	0.12%
Russia	16	0.12%
Japan	14	0.10%
Italy	13	0.09%
Switzerland	13	0.09%
Spain	13	0.09%
Finland	12	0.09%
India	11	0.08%
Brazil	11	0.08%
Norway	10	0.07%
Hong Kong	10	0.07%
Singapore	10	0.07%

Canada (by Province)	Users	% (Canada)
Ontario	4,232	41.69%
Quebec	1,912	18.83%
British Columbia	1,313	12.93%
Alberta	1,085	10.69%
Manitoba	478	4.70%
Nova Scotia	408	4.02%
Saskatchewan	299	2.94%
New Brunswick	258	2.54%
Newfoundland and Labrador	78	0.76%
Prince Edward Island	47	0.46%
Yukon	22	0.21%
Northwest Territories	17	0.16%
Nunavut	4	0.04%



### Users by City (Top 25)



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

