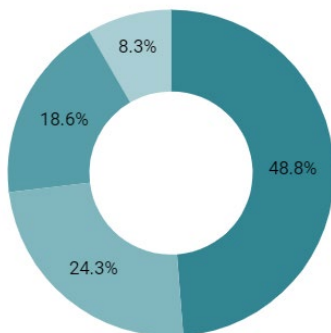


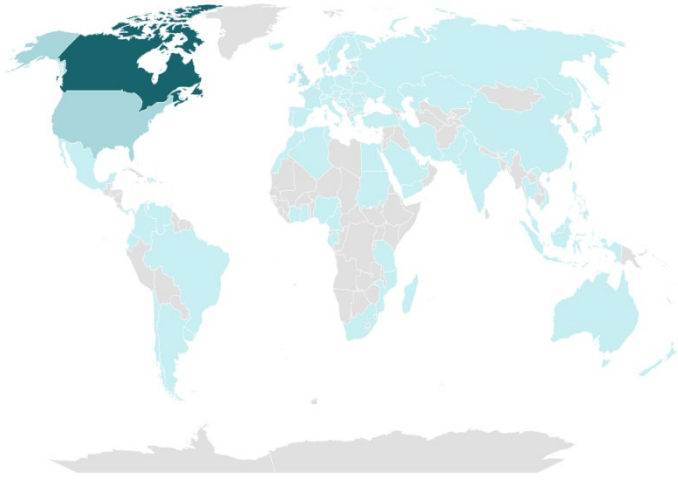


Q4 Usage (Compared to previous quarter: 2022Q3)			
Users	New Users	Sessions	Avg. Sessions per User
15,356 ▲12.81%	14,373 ▲14.24%	34,903 ▲7.14%	2.27 ▼5.03%
Avg. Session Duration	Avg. Pages per Session	Pageviews	Unique Pageviews
00:05:35 ▼5.43%	4.95 ▲3.57%	172,653 ▲10.96%	136,868 ▲11.01%

Acquisitions (Traffic to site by number of users)	
Channel	Users
Direct	3,596 (48.8%)
Organic Search	1,367 (18.6%)
Referral	1,790 (24.3%)
Social Media	614 (8.3%)



2022 Year to Date	
Users	59,356
New Users	59,155
Sessions	143,029
Avg. Sessions per User	2.41
Avg. Session Duration	00:05:41
Pages/Session	4.90
Pageviews	700,852
Unique Pageviews	552,378



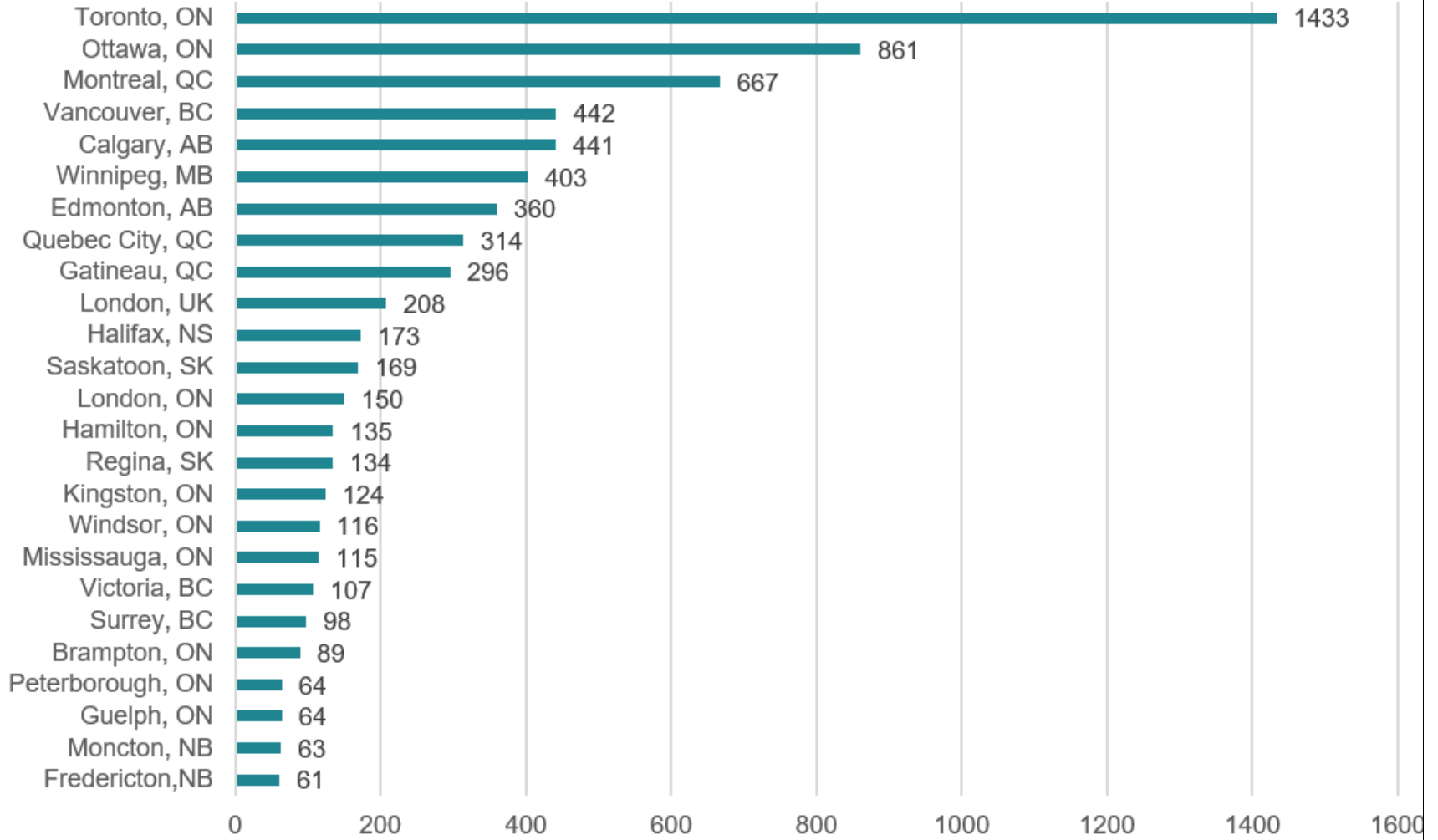
Country (Top 25)	Users	% (World)
Canada	11519	75.84%
United States	1865	12.28%
United Kingdom	844	5.57%
Netherlands	217	1.42%
France	158	1.04%
Germany	89	0.58%
Australia	84	0.55%
China	66	0.43%
Belgium	62	0.40%
Ireland	41	0.26%
New Zealand	36	0.23%
Poland	33	0.21%
Italy	23	0.15%
Sweden	17	0.11%
Mexico	16	0.10%
Spain	14	0.09%
Brazil	13	0.08%
Denmark	13	0.08%
Finland	13	0.08%
India	12	0.07%
Russia	12	0.07%
Czechia	11	0.07%
Austria	10	0.06%
Japan	10	0.06%
Indonesia	9	0.05%

Canada (by Province)	Users	% (Canada)
Ontario	4,980	40.22%
Quebec	2,104	19.20%
British Columbia	1,632	13.11%
Alberta	1,317	11.47%
Manitoba	587	4.90%
New Brunswick	542	4.09%
Saskatchewan	541	3.32%
Nova Scotia	444	2.24%
Newfoundland and Labrador	116	0.74%
Prince Edward Island	77	0.38%
Yukon	28	0.19%
Northwest Territories	21	0.08%



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Users by City (Top 25)



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

