



# Canadiana

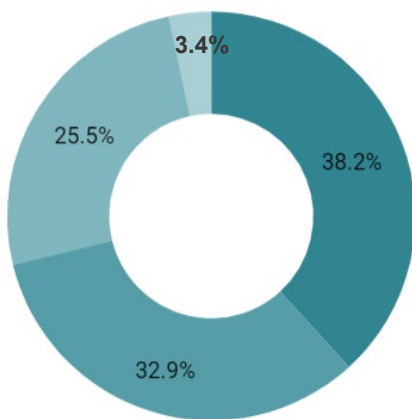
by CRKN | par RCDR

Reporting Period  
July 1 – September 30, 2022

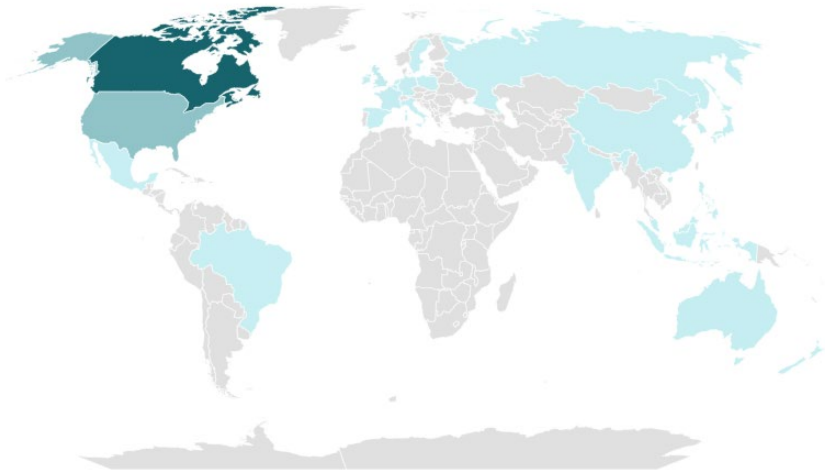
Platform  
www.canadiana.ca

Q3 Usage (Compared to previous quarter: 2022Q2)			
Users <b>37,765</b> ▼19.16%	New Users <b>36,105</b> ▼18.01%	Sessions <b>61,474</b> ▼16.59%	Avg. Sessions per User <b>1.68</b> ▲3.17%
Avg. Session Duration <b>00:05:12</b> ▲10.56%	Avg. Pages per Session <b>6.00</b> ▲7.94%	Unique Pageviews <b>302,016</b> ▼8.57%	Pageview <b>368,879</b> ▼9.97%

Acquisitions (Traffic to site by number of users)	
Channel	Users
Direct	6443 (38.2%)
Organic Search	5548 (32.9%)
Referral	74293 (25.5%)
Social Media	566 (3.4%)



2022 Year to Date	
Users	131,178
New Users	128,344
Sessions	219,582
Avg. Sessions per User	1.67
Avg. Session Duration	00:04:51
Pages/Session	5.64
Unique Pageviews	1,004,476
Pageviews	1,238,738

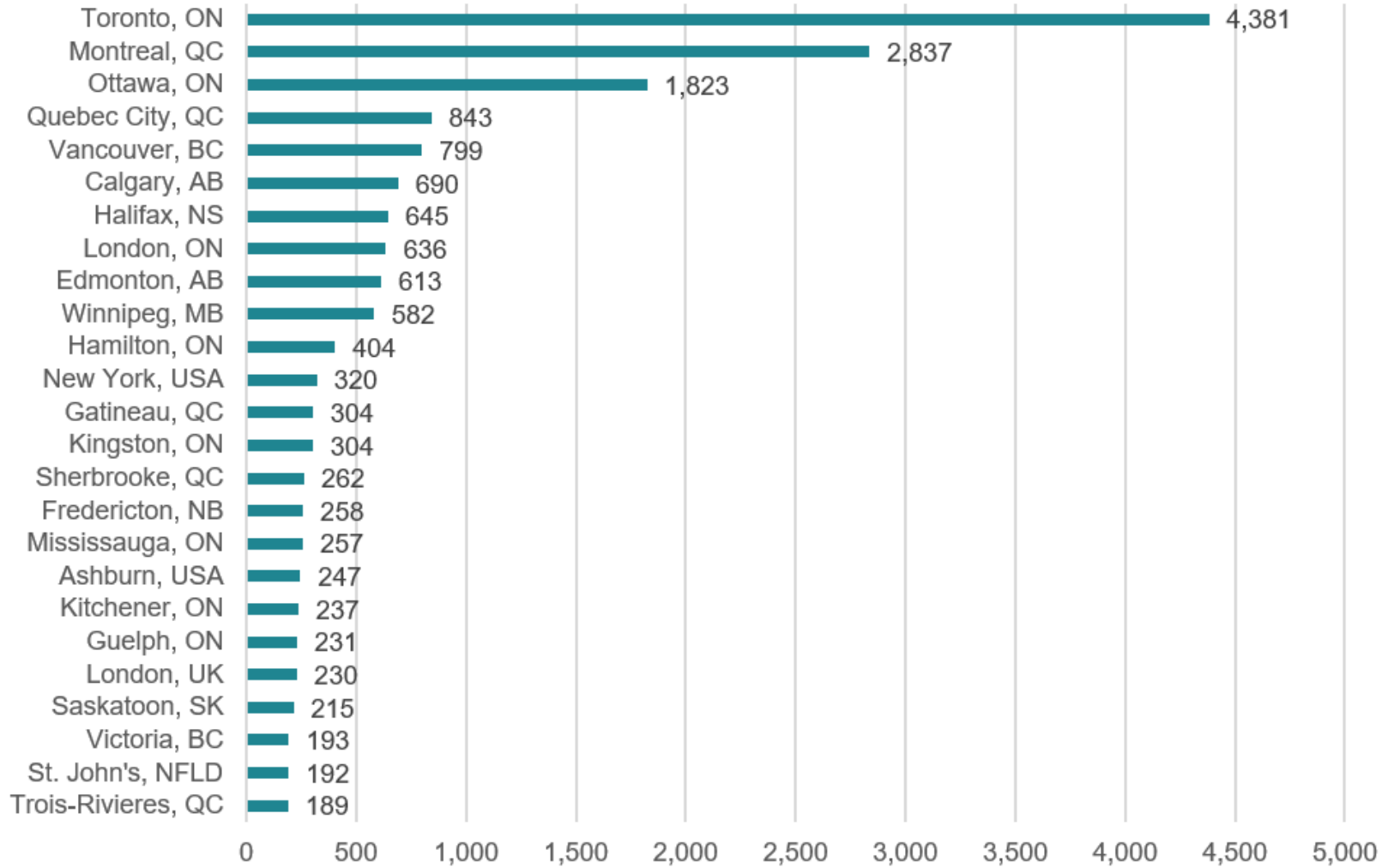


Country (Top 25)	Users	% (World)
Canada	28,181	74.10%
United States	5,210	13.70%
United Kingdom	744	1.69%
France	405	1.06%
Russia	371	0.98%
Australia	282	0.74%
China	248	0.65%
India	213	0.56%
Germany	197	0.52%
Italy	120	0.32%
Netherlands	119	0.31%
Ireland	106	0.28%
Ukraine	85	0.22%
Indonesia	84	0.22%
New Zealand	82	0.22%
Brazil	79	0.21%
Spain	75	0.20%
Japan	74	0.19%
Philippines	57	0.15%
Seychelles	57	0.14%
Hong Kong	55	0.13%
Poland	51	0.13%
Sweden	51	0.13%
Mexico	50	0.13%
Malaysia	49	0.13%

Canada (by Province)	Users	% (Canada)
Ontario	12,728	44.50%
Quebec	7,122	24.90%
British Columbia	2,793	9.76%
Alberta	2,010	7.02%
Nova Scotia	1,431	5.00%
Manitoba	801	2.80%
New Brunswick	713	2.49%
Saskatchewan	533	1.86%
Newfoundland and Labrador	272	0.95%
Prince Edward Island	131	0.45%
Yukon	42	0.14%
Northwest Territories	20	0.06%
Nunavut	3	0.01%

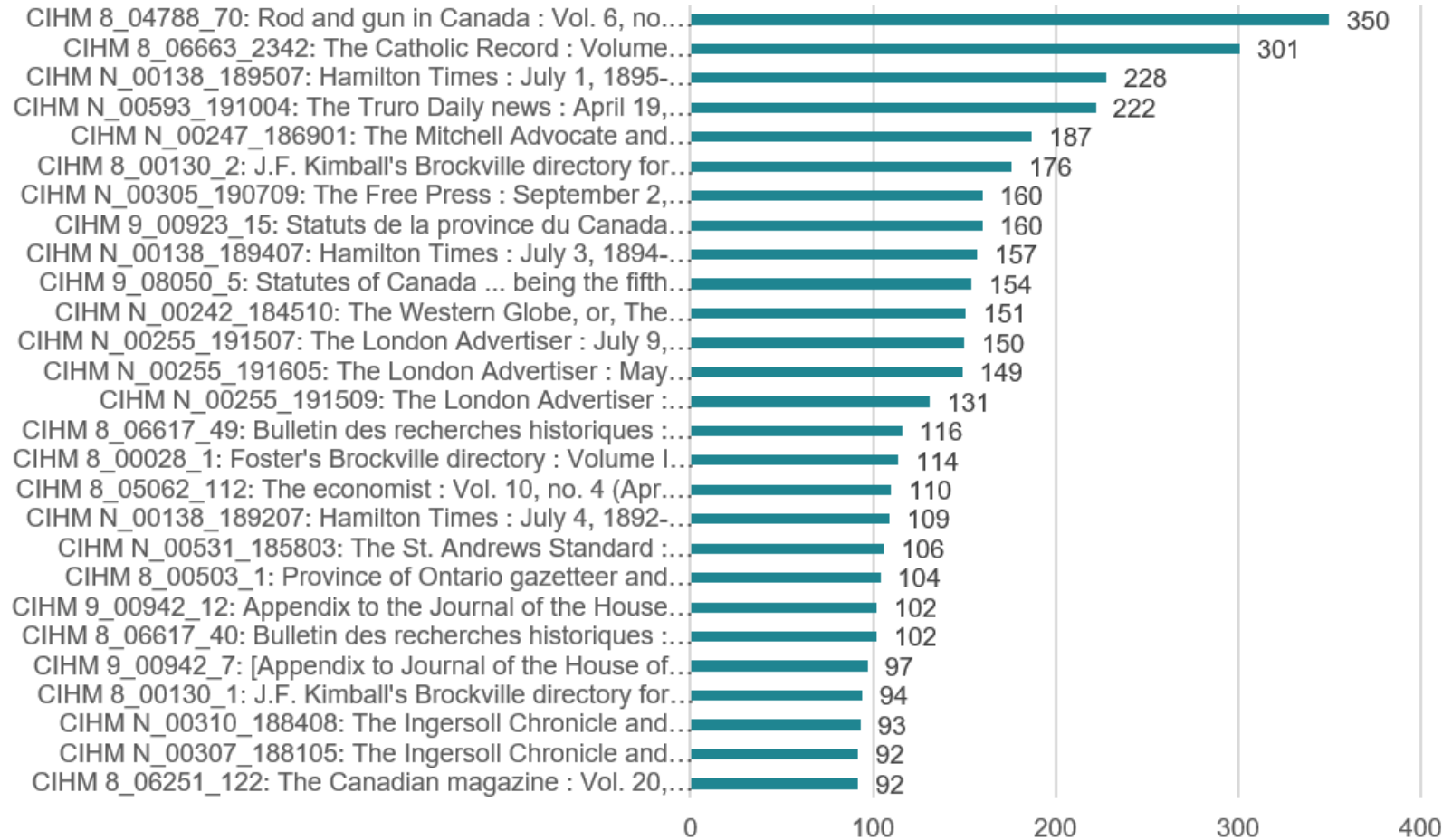


### Users by City (Top 25)



### Most Popular Canadiana Series

(Top 25 by number of Pageviews)



**Most Popular Canadiana items (Monographs)**  
 (Top 25 by unique pageviews)

