



# Canadiana

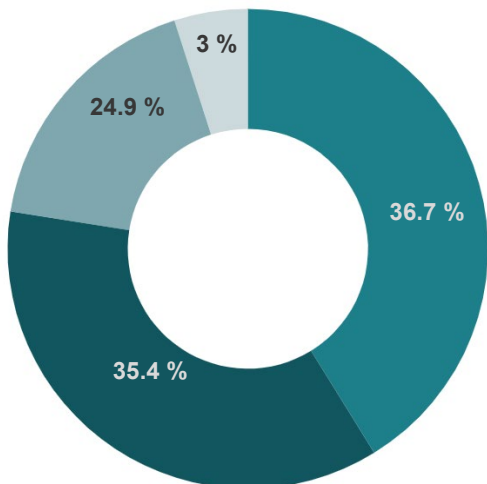
by CRKN | par RCDR

Reporting period  
October 1 – December 31, 2022

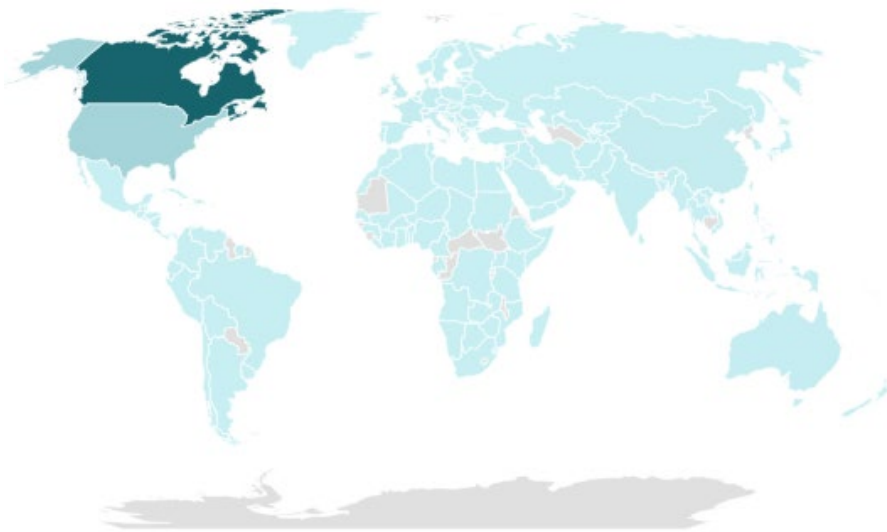
Platform  
[www.canadiana.ca](http://www.canadiana.ca)

Q4 Usage (Compared to previous quarter: 2022Q3)			
<b>Users</b>	<b>New Users</b>	<b>Sessions</b>	<b>Avg. Sessions per User</b>
<b>50,077</b> ▲ 32.60%	<b>47,791</b> ▲ 32.37%	<b>82,479</b> ▲ 34.17%	<b>1.65</b> ▲ 1.18%
<b>Avg. Session Duration</b>	<b>Avg. Pages per Session</b>	<b>Unique Pageviews</b>	<b>Pageviews</b>
<b>00:04:42</b> ▼ 9.57%	<b>5.34</b> ▼ 11.06%	<b>361,920</b> ▲ 19.38%	<b>440,436</b> ▲ 19.40%

Acquisitions (Traffic to site by number of users)	
Channel	Users
Direct	19,141 (36.7%)
Organic Search	18,464 (35.4%)
Referrals	13,019 (24.9%)
Social Media	1,574 (3%)



2022 Year to Date	
Users	178,454
New Users	176,135
Sessions	302,061
Avg. Sessions per User	1.69
Avg. Session Duration	00:04:49
Avg. Pages per Session	5.56
Unique Pageviews	1,366,396
Pageviews	1,679,174

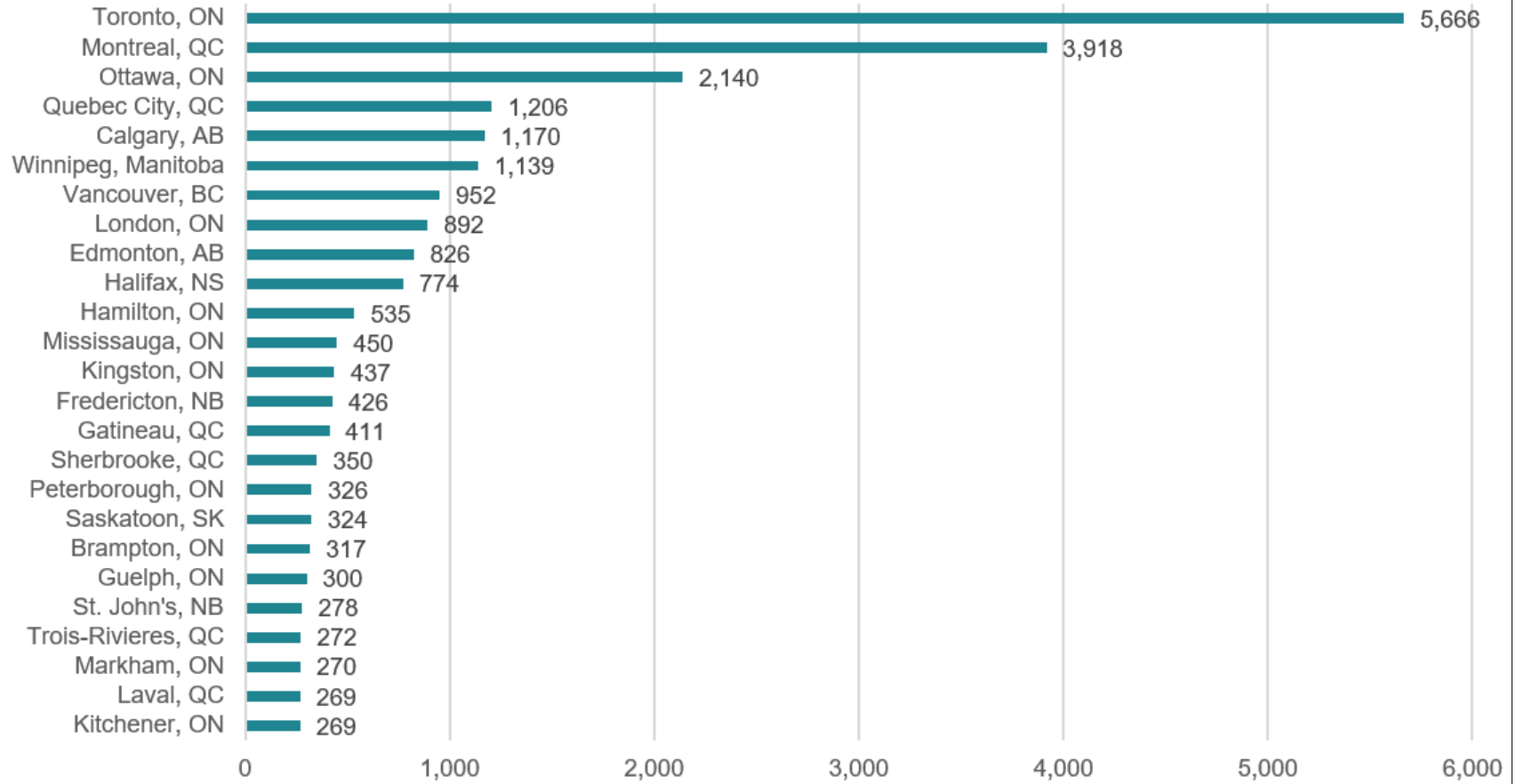


Country (Top 25)	Users	% (World)
Canada	39,577	79.02%
United States	5,421	10.82%
United Kingdom	821	1.64%
France	524	1.05%
China	347	0.69%
Australia	282	0.56%
India	272	0.53%
Germany	266	0.45%
Russia	223	0.54%
Italy	127	0.25%
Netherlands	125	0.54%
Kenya	100	0.15%
Spain	88	0.20%
Belgium	81	0.18%
Japan	81	0.16%
Ireland	76	0.16%
Brazil	71	0.14%
Poland	66	0.12%
New Zealand	66	0.13%
Philippines	65	0.13%
Hong Kong	63	0.13%
Mexico	63	0.13%
Ukraine	59	0.13%
South Africa	51	0.10%
Switzerland	49	0.10%

Canada (by Province)	Users	% (Canada)
Ontario	16,887	41.63%
Québec	10,503	25.89%
British Columbia	3,918	9.66%
Alberta	3,126	7.71%
Nova Scotia	1,734	4.27%
Manitoba	1,476	3.64%
New-Brunswick	1,268	3.13%
Saskatchewan	874	2.15%
Newfoundland and Labrador	388	0.96%
Prince Edward Island	206	0.51%
Yukon	51	0.13%
Northwest Territories	28	0.07%
Nunavut	4	0.01%



### Users by City (Top 25)



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

