



Usage Statistics November 2023

1. Circulation Statistics

2023	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD 2023	YTD 2022
Headquarters	434	320	397	498	353	331	301	369	409	387	356		4155	11358
Bookmobile	0	0	0	0	0	0	0	0	0	315	733		1048	0
Cargill	470	509	423	627	427	381	456	472	415	336	351		4867	4367
Chesley	2222	1671	2514	2182	1799	1740	2309	2230	1788	1906	2026		22387	19214
Kincardine	5240	4526	5523	4408	5175	4710	5249	6351	5070	5081	4841		56174	52267
Lion's Head	1723	1533	1831	1459	1317	1712	1807	1454	1198	1343	1203		16580	15531
Lucknow	1343	1062	1487	1185	896	1037	943	1133	1045	1194	868		12193	12934
Mildmay	1247	1116	997	902	868	893	930	1004	790	876	772		10395	9024
Paisley	698	573	645	715	824	825	731	583	959	677	888		8118	7381
Port Elgin	4947	3938	5360	4067	4105	4276	5431	5405	4410	4612	5181		51732	50281
Ripley	578	503	722	651	592	666	806	876	698	695	638		7425	6098
Sauble Beach	1514	1168	1551	1379	1576	1930	2854	2805	1707	1437	1331		19252	19011
Southampton	2675	2337	2808	2146	2539	2951	3796	3924	2600	2484	2571		30831	30823
Tara	1255	951	1179	851	944	961	1128	963	1007	838	895		10972	11045
Teeswater	941	890	973	733	949	888	1041	1128	939	1013	971		10466	9088
Tiverton	794	728	887	1149	1042	1105	956	834	762	661	517		9435	6960
Tobermory	766	924	795	764	694	673	1122	1231	732	626	534		8861	10195
Walkerton	3726	3144	3889	3280	3013	3333	3596	4009	3456	3327	3421		38194	35248
Wiarion	2804	2597	3014	2686	2334	2706	3119	3166	2830	2740	2743		30739	29175
Total	33377	28490	34995	29682	29447	31118	36575	37937	30815	30548	30840		353824	340000



2. Overdrive Circulation Statistics

November	2022	2023	% Change
eBooks	5673	6161	+ 9
eAudioBooks	2983	3799	+ 27

3. Database Use

Database use increased 28% in November.

Month	Sessions
November 2022	3022
November 2023	3880

4. Programming Statistics

Branch Programs:

Month	Programs	Attendees
November 2022	160	1454
November 2023	189	1843

Recorded Programs:

Month	Programs	Attendees/Views
November 2022	0	0
November 2023	4	155



5. Website Usage

Visits to the website were down 39% in November. Catalogue visits were up 50% in November.

Month	Website Visits	Catalogue Visits
November 2022	19637	12076
November 2023	14702	22007

6. Social Media Statistics

November	2022	2023	% change
Facebook Likes	2516	3430	+36
Instagram Followers	1723	1839	+7
Twitter Followers	1971	1964	-0.4

7. Top Performing Social Media Posts

Facebook: 2916 impressions, 28 interactions, 8 reactions, 2 comments, 18 shares



Instagram: 248 impressions, 16 interactions, 9 likes, 6 comments, 1 save

