



## Usage Statistics February 2024

### 1. Circulation Statistics

2024	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD 2024	YTD 2023
HQ	385	419											804	1485
Bookmobile*	588	517											1105	-
Cargill	272	350											622	753
Chesley	2133	1866											3999	2656
Kincardine	5498	4502											10000	8053
Lion's Head	1652	1565											3217	2650
Lucknow	1197	983											2180	2062
Mildmay	927	868											1795	1385
Paisley	928	758											1686	1251
Port Elgin	5035	4906											9941	8053
Ripley	618	477											1095	985
Sauble Beach	1551	1259											2810	2155
Southampton	2579	2337											4916	4633
Tara	955	1152											2107	1691
Teeswater	1053	963											2016	1402
Tiverton	694	548											1242	961
Tobermory	1012	802											1814	1731
Walkerton	3401	3232											6633	5940
Warton	3418	3222											6640	4382
<b>Total</b>	<b>33896</b>	<b>30726</b>											<b>64622</b>	<b>52228</b>

\*Bookmobile service began October 10, 2023



## 2. Overdrive Circulation Statistics

February	2023	2024	% Change
eBooks	5875	6487	+10
eAudioBooks	3181	3663	+15
eMagazines	770	2834	+ 268

## 3. Database Use

Database use increased 4% in February.

Month	Sessions
February 2023	3085
February 2024	3213

## 4. Programming Statistics

### Branch Programs:

Month	Programs	Attendees
February 2023	152	1938
February 2024	218	2818

### Recorded Programs:

Month	Programs	Views
February 2023	2	30
February 2024	2	35



## 5. Website Usage

In February visits to the website were down 0.3 %, and visits to the catalogue were up 72%.

Month	Website Visits	Catalogue Visits
February 2023	15,141	12,266
February 2024	15,095	21,149

## 6. Social Media Statistics

February	2023	2024	% change
Facebook Likes	2,565	3,568	+9
Instagram Followers	1,752	1,865	+7
X (Twitter) Followers	1,978	1,964	-1

## 7. Top Social Posts

### Facebook:

93 reactions, 13 shared, 16,572 impressions



### Instagram:

18 likes, 5 shares, 499 plays

