



Usage Statistics April 2024

1. Circulation Statistics

2024	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD 2024	YTD 2023
HQ	385	419	432										1236	1151
Bookmobile*	588	517	543										1648	-
Cargill	272	350	291										913	1402
Chesley	2133	1866	1992										5991	6407
Kincardine	5498	4502	5215										15215	15289
Lion's Head	1652	1565	1299										4516	5087
Lucknow	1197	983	1051										3231	3892
Mildmay	927	868	815										2610	3360
Paisley	928	758	829										2515	1916
Port Elgin	5035	4906	5066										15007	14245
Ripley	618	477	642										1737	1803
Sauble Beach	1551	1259	1220										4030	4233
Southampton	2579	2337	2461										7377	7820
Tara	955	1152	970										3077	3385
Teeswater	1053	963	881										2897	2804
Tiverton	694	548	692										1934	2409
Tobermory	1012	802	804										2618	2485
Walkerton	3401	3232	3451										10084	10759
Warton	3418	3222	2640										9280	8415
Total	33896	30726	31294										95916	96862

* Bookmobile service began October 10, 2023

2. Overdrive Circulation Statistics

March	2023	2024	% Change
eBooks	6840	6936	+1.4
eAudioBooks	3520	4079	+16
eMagazines	805	3014	+274

3. Database Use

Database use increased 12% in March.

Month	Sessions
March 2023	3306
March 2024	3688

4. Programming Statistics

Branch Programs:

Month	Programs	Attendees
March 2023	226	2443
March 2024	224	2718

Recorded Programs:

Month	Programs	Attendees/Views
March 2023	4	174
March 2024	2	147



5. Website Usage

In March visits to the website were up 59%, and visits to the catalogue were up 14%.

Month	Website Visits	Catalogue Visits
March 2023	10,318	13,715
March 2024	16,369	15,595

App Usage

The app was launched 42% fewer times in March, by 28% more devices.
The app was not available from December 6, 2023, to March 15, 2024.

Month	Devices	Launches
March 2023	361	2787
March 2024	461	1627

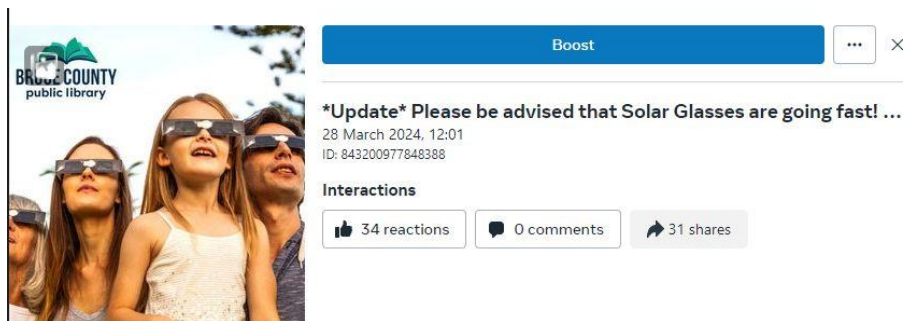
6. Social Media Statistics

March	2023	2024	% change
Facebook Followers	3,133	3,615	+15
Instagram Followers	1,765	1,876	+6
Twitter Followers	1,971	1,964	-0.4



7. Top Social Media Posts

Facebook: reach 6,172; 34 likes; 31 shares



Instagram: reach 230; 9 likes

