



Usage Statistics July and August 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	517	362	288	300	132					2835	3003
Bookmobile*	588	517	543	589	626	533	651	613					4660	0
Cargill	272	350	291	268	436	393	484	417					2911	3765
Chesley	2133	1866	1992	2029	1883	1557	2170	1815					15445	16667
Kincardine	5498	4502	5215	4893	4901	4410	5876	5665					40960	41182
Lion's Head	1652	1565	1299	1283	1458	1392	1703	1744					12096	12836
Lucknow	1197	983	1051	1121	931	675	943	965					7866	9086
Mildmay	927	868	815	755	914	624	971	930					6804	7957
Paisley	928	758	829	741	915	598	638	977					6384	5594
Port Elgin	5035	4906	5066	5202	4544	4612	5808	5315					40488	37529
Ripley	618	477	642	641	552	463	625	468					4486	5394
Sauble Beach	1551	1259	1220	1401	1470	1749	2833	2698					14181	14777
Southampton	2579	2337	2461	2254	2790	2679	4023	4097					23220	23176
Tara	955	1152	970	950	821	708	982	869					7407	8232
Teeswater	1053	963	881	1012	919	850	1104	1111					7893	7543
Tiverton	694	548	692	820	663	530	909	690					5546	7495
Tobermory	1012	802	804	611	711	686	948	974					6548	6969
Walkerton	3401	3232	3451	3519	2969	2957	3486	3723					26738	27990
Warton	3418	3222	2640	2802	2730	2785	3392	3002					23991	22426
Total	33896	30726	31294	31408	30595	28489	37846	36205					260459	261621

* Bookmobile service began October 10, 2023



2. Overdrive Circulation Statistics

July	2023	2024	% Change
eBooks	6399	6627	+4
eAudioBooks	3649	4036	+11
eMagazines	869	2131	+145

August	2023	2024	% Change
eBooks	6133	6807	+11
eAudioBooks	3683	4132	+12
eMagazines	866	2226	+157

3. Database Use

Database use increased 34% in July, and increased 11% in August.

Month	Sessions
July 2023	2369
July 2024	3166

Month	Sessions
August 2023	2673
August 2024	2975



4. Programming Statistics

Branch Programs:

Month	Programs	Attendees
July 2023	217	2818
July 2024	271	3927

Recorded Programs:

Month	Programs	Attendees/Views
July 2023	0	0
July 2024	2	30

Branch Programs:

Month	Programs	Attendees
August 2023	188	2573
August 2024	254	2922

Recorded Programs:

Month	Programs	Attendees/Views
August 2023	1	16
August 2024	1	17



5. Website Usage

In July visits to the website were down 3%, and visits to the catalogue were up 43% .
In August visits to the website were up 13%, and visits to the catalogue were up 32%.

Month	Website Visits	Catalogue Visits
July 2023	16830	17890
July 2024	16289	25584

Month	Website Visits	Catalogue Visits
August 2023	16889	19061
August 2024	14444	25179

App Usage

The app was launched 14% more times in July, by 80% more new devices.
The app was launched 17% more times in August, by 18% more new devices.

Month	New Devices	Launches
July 2023	49	3118
July 2024	88	3556

Month	New Devices	Launches
August 2023	60	3236
August 2024	71	3800



6. Social Media Statistics

July	2023	2024	% change
Facebook Followers	3258	3782	+16
Instagram Followers	1812	1934	+7
X (Twitter) Followers	1969	1959	-0.5

August	2023	2024	% change
Facebook Followers	3285	3793	+15
Instagram Followers	1817	1938	+7
X (Twitter) Followers	1957	1963	+0.3

7. Top Social Media Posts

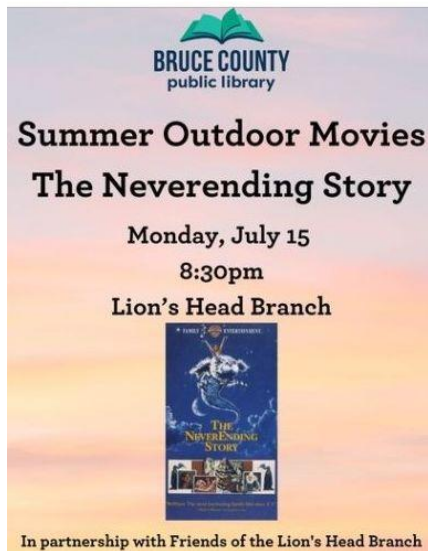
July

Facebook:

51 interactions, 8,211 impressions, 6,852 reach

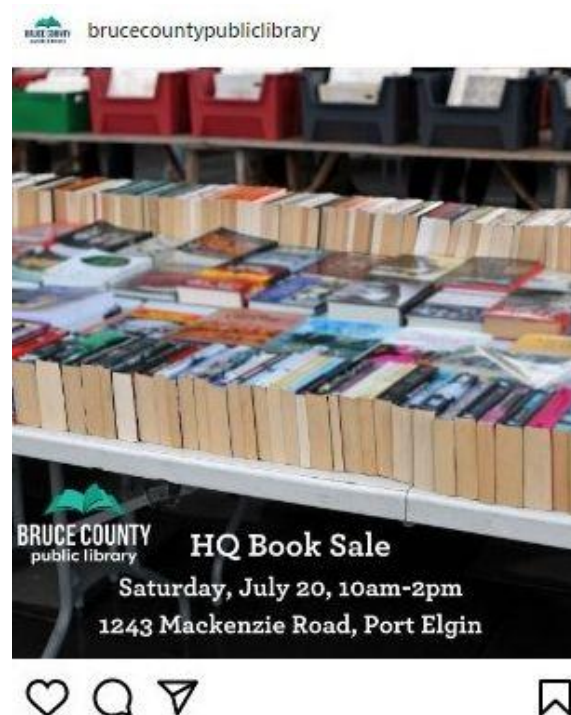


Lion's Head Branch will host their first Summer Outdoor Movie on Monday, July 15 behind the Library. Grab a patch of grass and BYOB (Bring Your Own Blanket) to enjoy and enjoy a showing of The Neverending Story. The movie is in partnership with Friends of the Lion's Head Branch.



Instagram:

16 interactions, 14 likes, 321 impressions



brucecountypubliclibrary
The summer event you have all been waiting for is back! The HQ Book Sale will... more

August

Facebook:

18 interactions, 2,207 impressions, 2,055 reach



Instagram:

5 interactions, 398 reach, 378 impressions

