



Usage Statistics October 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	130	143			3108	3799
Bookmobile*	588	517	543	589	626	533	651	613	574	697			5931	315
Cargill	272	350	291	268	436	393	484	417	395	376			3682	4516
Chesley	2133	1866	1992	2029	1883	1557	2170	1815	1518	1685			18648	20361
Kincardine	5498	4502	5215	4893	4901	4410	5876	5665	5006	4833			50799	51333
Lion's Head	1652	1565	1299	1283	1458	1392	1703	1744	1251	1231			14578	15377
Lucknow	1197	983	1051	1121	931	675	943	965	812	713			9391	11325
Mildmay	927	868	815	755	914	624	971	930	629	706			8139	9623
Paisley	928	758	829	741	915	598	638	977	903	847			8134	7230
Port Elgin	5035	4906	5066	5202	4544	4612	5808	5315	4343	4336			49167	46551
Ripley	618	477	642	641	552	463	625	468	472	494			5452	6787
Sauble Beach	1551	1259	1220	1401	1470	1749	2833	2698	1831	1322			17334	17921
Southampton	2579	2337	2461	2254	2790	2679	4023	4097	2330	2379			27929	28260
Tara	955	1152	970	950	821	708	982	869	625	746			8778	10077
Teeswater	1053	963	881	1012	919	850	1104	1111	811	904			9608	9495
Tiverton	694	548	692	820	663	530	909	690	694	585			6825	8918
Tobermory	1012	802	804	611	711	686	948	974	685	579			7812	8327
Walkerton	3401	3232	3451	3519	2969	2957	3486	3723	3154	3089			32981	34773
Warton	3418	3222	2640	2802	2730	2785	3392	3002	2476	2674			29141	27996
Total	33896	30726	31294	31408	30595	28489	37846	36205	28639	28339			317437	322984

* Bookmobile service began October 10, 2023



2. Overdrive Circulation Statistics

October	2023	2024	% Change
eBooks	6259	6397	+2
eAudioBooks	3968	4167	+5
eMagazines	3049	2704	-11

3. Database Use

Database use was down 2.5% in October.

Month	Sessions
October 2023	3318
October 2024	3235

4. Programming Statistics

Branch Programs:

Month	Programs	Attendees
October 2023	205	2634
October 2024	248	2523

Recorded Programs:

Month	Programs	Attendees/Views
October 2023	3	117
October 2024	0	0



5. Website Usage

Visits to the website were down 6% in October. Catalogue visits were up 2% in October.

Month	Website Visits	Catalogue Visits
October 2023	15,299	21,353
October 2024	14,319	21,842

App Usage

The app was launched 10% fewer times in October, by 20% fewer new devices.

Month	New Devices	Launches
October 2023	51	3063
October 2024	41	2769

6. Social Media Statistics

October	2023	2024	% change
Facebook Followers	3373	3836	+14
Instagram Followers	1830	1965	+7
X Followers	1663	1956	-18

7. Top Social Posts


Facebook:

43 interactions, 75 link clicks, 13,262 impressions, 4,243 reach

Bruce County Public Library's post

Bruce County Public Library
Published by Hootsuite
7 October at 11:19

Our popular Read Local Event is back and will take place Wednesday, October 23, from 5:30 to 7:30pm at the Kincardine Branch. Authors you can be prepared to meet at this event include:
Elizabeth Davaze
Ruth MacLean
Sue Jaskula
Oksanna Crawley
Larissa Crawley
Sylvia Hasbury
Books will be available to purchase at the event, and refreshments will be provided.



The graphic features the text "Read Local Special Author Event" in white on a blue background, with an open book at the bottom.

Instagram:

393 views, 241 reach, 273 impressions, 33 interactions

brucecountypubliclibrary



The image shows a sandwich board sign on a lawn with the text: "★ CUMIN AND SHARE YOUR FAVOURITE RECIPE ★".

brucecountypubliclibrary 3w
Library staff are having fun and puns with their sandwich boards this week! Share your favourite book-related pun with us in the comments.

susanmoffatc21 3w
What building has the most stories?
The library. 🇺🇸

1 like Reply

View insights **Boost post**

30 likes
October 10