



Usage Statistics November 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	60		3168	4155
Bookmobile*	588	517	543	589	626	533	651	613	574	697	672		6603	1048
Cargill	272	350	291	268	436	393	484	417	395	376	256		3938	4867
Chesley	2133	1866	1992	2029	1883	1557	2170	1815	1518	1685	1681		20329	22387
Kincardine	5498	4502	5215	4893	4901	4410	5876	5665	5006	4833	4375		55174	56174
Lion's Head	1652	1565	1299	1283	1458	1392	1703	1744	1251	1231	1250		15828	16580
Lucknow	1197	983	1051	1121	931	675	943	965	812	713	891		10282	12193
Mildmay	927	868	815	755	914	624	971	930	629	706	768		8907	10395
Paisley	928	758	829	741	915	598	638	977	903	847	787		8921	8118
Port Elgin	5035	4906	5066	5202	4544	4612	5808	5315	4343	4336	4867		54034	51732
Ripley	618	477	642	641	552	463	625	468	472	494	425		5877	7425
Sauble Beach	1551	1259	1220	1401	1470	1749	2833	2698	1831	1322	1059		18393	19252
Southampton	2579	2337	2461	2254	2790	2679	4023	4097	2330	2379	2199		30128	30831
Tara	955	1152	970	950	821	708	982	869	625	746	736		9514	10972
Teeswater	1053	963	881	1012	919	850	1104	1111	811	904	694		10302	10466
Tiverton	694	548	692	820	663	530	909	690	694	585	661		7486	9435
Tobermory	1012	802	804	611	711	686	948	974	685	579	609		8421	8861
Walkerton	3401	3232	3451	3519	2969	2957	3486	3723	3154	3089	2992		35973	38194
Warton	3418	3222	2640	2802	2730	2785	3392	3002	2476	2674	2950		32091	30739
Total	33896	30726	31294	31408	30595	28489	37846	36205	28639	28339	27932		345369	353824

* Bookmobile service began October 10, 2023



2. Overdrive Circulation Statistics

November	2023	2024	% Change
eBooks	6161	6458	+5
eAudioBooks	3799	4229	+11
eMagazines	2995	2738	-9

3. Database Use

Database use decreased 6% in November.

Month	Sessions
November 2023	3880
November 2024	3657

4. Programming Statistics

Branch Programs:

Month	Programs	Attendees
November 2023	189	1843
November 2024	211	1619

Recorded Programs:

Month	Programs	Attendees/Views
November 2023	4	155
November 2024	2	62



5. Website Usage

In November visits to the website were down 13%, and visits to the catalogue were up 0.5%

Month	Website Visits	Catalogue Visits
November 2023	14702	22007
November 2024	12785	22112

App Usage

Month	New Devices	Launches
November 2023	*	*
November 2024	48	2898

*The App was not operational from December 6, 2023 to March 15, 2024.

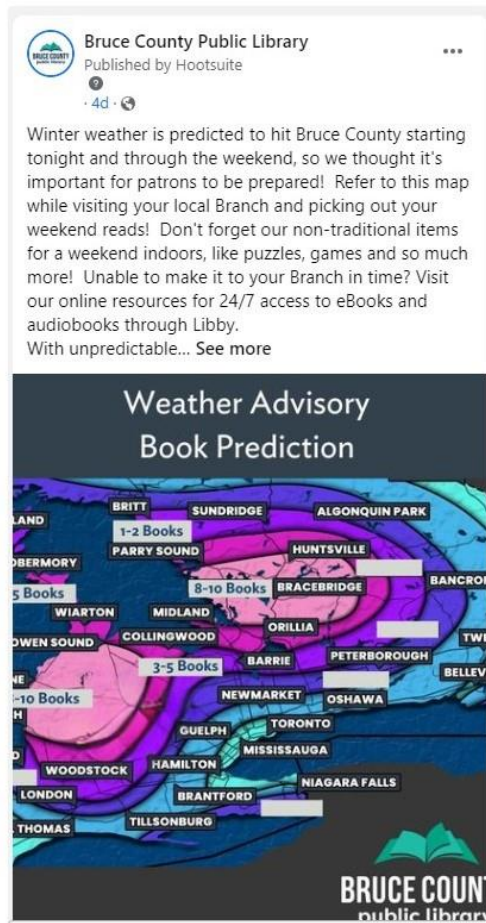
6. Social Media Statistics

November	2023	2024	% change
Facebook Followers	3430	3850	+12
Instagram Followers	1839	1965	+7
X Followers	1964	1945	-1

7. Top Social Posts

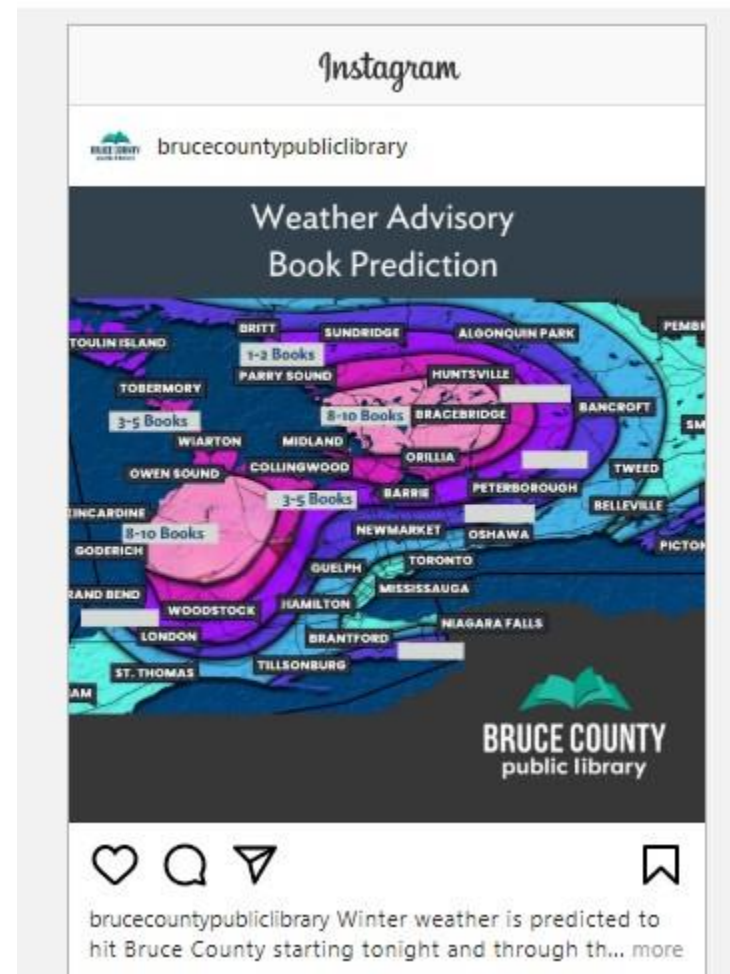
Facebook:

10,461 views, 6,018 impressions 152 interactions



Instagram:

1,117 vies, 965 impressions,93 interactions



Submitted by Joanna Aegard, Assistant Director