



Usage Statistics February 2025

1. Circulation Statistics

2025	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD 2025	YTD 2024
HQ	235	181											416	804
Bookmobile	550	556											1106	1105
Cargill	282	253											535	622
Chesley	1691	1113											2804	3999
Kincardine	4915	4328											9243	10000
Lion's Head	1323	1094											2417	3217
Lucknow	876	657											1533	2180
Mildmay	730	668											1398	1795
Paisley	852	721											1573	1686
Port Elgin	4628	3971											8599	9941
Ripley	513	389											902	1095
Sauble Beach	954	1151											2105	2810
Southampton	2280	1922											4202	4916
Tara	879	663											1542	2107
Teeswater	854	634											1488	2016
Tiverton	561	444											1005	1242
Tobermory	664	634											1298	1814
Walkerton	3385	2985											6370	6633
Warton	2643	2005											4648	6640
Total	28815	24369											53184	64622

2. Overdrive Circulation Statistics

February	2024	2025	% Change
eBooks	6487	6043	-6.8
eAudioBooks	3663	3849	+5.1
eMagazines	2834	2812	-0.1

3. Database Use

Database use increased 25% in February.

Month	Sessions
February 2024	3213
February 2025	4019

4. Programming Statistics

Branch Programs:

Month	Programs	Attendees
February 2024	218	2818
February 2025	171	1837

Recorded Programs:

Month	Programs	Views
February 2024	2	35
February 2025	1	23



5. Website Usage

In February visits to the website were down 3.4%, and visits to the catalogue were up 7.4%.

Month	Website Visits	Catalogue Visits
February 2024	15,095	21,149
February 2025	14,575	22,715

App Usage

Month	New Devices	Launches
February 2024	*	*
February 2025	44	3,042

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

6. Social Media Statistics

February	2024	2025	% change
Facebook Likes	3,568	3,962	+11
Instagram Followers	1,865	2,013	+7.9
X (Twitter) Followers	1,964	1,925	-1.9

7. Top Social Media Posts

Facebook: 4,399 views, 20 interactions, 2,730 reach



Instagram: 422 views, 7 interactions, 303 reach

