



Usage Statistics March 2025

1. Circulation Statistics

2025	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD 2025	YTD 2024
HQ	235	181	396										812	1236
Bookmobile	550	556	563										1669	1648
Cargill	282	253	256										791	913
Chesley	1691	1113	1328										4132	5991
Kincardine	4915	4328	4671										13914	15215
Lion's Head	1323	1094	1289										3706	4516
Lucknow	876	657	836										2369	3231
Mildmay	730	668	724										2122	2610
Paisley	852	721	814										2387	2515
Port Elgin	4628	3971	4760										13359	15007
Ripley	513	389	522										1424	1737
Sauble Beach	954	1151	1418										3523	4030
Southampton	2280	1922	2335										6537	7377
Tara	879	663	775										2317	3077
Teeswater	854	634	749										2237	2897
Tiverton	561	444	567										1572	1934
Tobermory	664	634	514										1812	2618
Walkerton	3385	2985	3454										9824	10084
Warton	2643	2005	2720										7368	9280
Total	28815	24369	28691										81875	95916

2. Overdrive Circulation Statistics

March	2024	2025	% Change
eBooks	6936	6706	-3.3
eAudioBooks	4079	4205	+3.1
eMagazines	3014	3280	+8.8

3. Database Use

Database use increased 14% in March.

Month	Sessions
March 2024	3688
March 2025	4205

4. Programming Statistics

Branch Programs:

Month	Programs	Attendees
March 2024	224	2718
March 2025	198	2350

Recorded Programs:

Month	Programs	Attendees/Views
March 2024	2	147
March 2025	1	41



5. Website Usage

In March visits to the website were up 0.1%, and visits to the catalogue down 9%.

Month	Website Visits	Catalogue Visits
March 2024	16,369	25,595
March 2025	16,387	23,282

App Usage

The app was launched 104% more times in March, by 15% more devices.
The app was not available from December 6, 2023, to March 15, 2024.

Month	Devices	Launches
March 2024	461	1627
March 2025	528	3311

6. Social Media Statistics

March	2024	2025	% change
Facebook Followers	3,615	3,999	+11
Instagram Followers	1,876	2,039	+9
Twitter Followers	1,964	1,913	-2.6



7. Top Social Media Post (for both Facebook and Instagram)

Facebook: 4,664 views, 2,815 reach, 114 interactions

Instagram: 480 views, 359 reach, 38 interactions



Bruce County Public Library



Posted by Hootsuite

Mar 19 · 🌐

Jonathan was visiting a Branch with his six-year-old daughter, checking over the bottom of their checkout receipt and wanted to share about their savings! "We checked out 31 books today, and we have 35 out total because there are still 4 at home. And today, we saved \$493.00 by using the library. That was a smaller batch of books for us, wasn't it? I'd say, on average, we borrow around \$1000 in books every two weeks. That means we're borrowing \$26,000 in books every year. And with the non-books—park passes, and museum passes and kits—we're probably talking more like \$30,000! And that says nothing of the value of the people here at the library - we simply cannot put a price on what you do."

Imagine what you could save annually with a free BCPL card!