

# Usage Statistics May, 2025

#### 1. Circulation Statistics

| 2025         | Jan   | Feb   | Mar   | Apr   | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | YTD<br>2025 | YTD<br>2024 |
|--------------|-------|-------|-------|-------|-----|-----|-----|-----|-----|-----|-----|-----|-------------|-------------|
| HQ           | 235   | 181   | 396   | 211   |     |     |     |     |     |     |     |     | 1023        | 1753        |
| Bookmobile   | 550   | 556   | 563   | 711   |     |     |     |     |     |     |     |     | 2380        | 2237        |
| Cargill      | 282   | 253   | 256   | 331   |     |     |     |     |     |     |     |     | 1122        | 1181        |
| Chesley      | 1691  | 1113  | 1328  | 1408  |     |     |     |     |     |     |     |     | 5540        | 8020        |
| Kincardine   | 4915  | 4328  | 4671  | 4228  |     |     |     |     |     |     |     |     | 18142       | 20108       |
| Lion's Head  | 1323  | 1094  | 1289  | 1161  |     |     |     |     |     |     |     |     | 4867        | 5799        |
| Lucknow      | 876   | 657   | 836   | 792   |     |     |     |     |     |     |     |     | 3161        | 4352        |
| Mildmay      | 730   | 668   | 724   | 686   |     |     |     |     |     |     |     |     | 2808        | 3365        |
| Paisley      | 852   | 721   | 814   | 771   |     |     |     |     |     |     |     |     | 3158        | 3256        |
| Port Elgin   | 4628  | 3971  | 4760  | 4174  |     |     |     |     |     |     |     |     | 17533       | 20209       |
| Ripley       | 513   | 389   | 522   | 459   |     |     |     |     |     |     |     |     | 1883        | 2378        |
| Sauble Beach | 954   | 1151  | 1418  | 1277  |     |     |     |     |     |     |     |     | 4800        | 5431        |
| Southampton  | 2280  | 1922  | 2335  | 2106  |     |     |     |     |     |     |     |     | 8643        | 9631        |
| Tara         | 879   | 663   | 775   | 682   |     |     |     |     |     |     |     |     | 2999        | 4027        |
| Teeswater    | 854   | 634   | 749   | 807   |     |     |     |     |     |     |     |     | 3044        | 3909        |
| Tiverton     | 561   | 444   | 567   | 509   |     |     |     |     |     |     |     |     | 2081        | 2754        |
| Tobermory    | 664   | 634   | 514   | 639   |     |     |     |     |     |     |     |     | 2451        | 3229        |
| Walkerton    | 3385  | 2985  | 3454  | 3097  |     |     |     |     |     |     |     |     | 12921       | 13603       |
| Wiarton      | 2643  | 2005  | 2720  | 2779  |     |     |     |     |     |     |     |     | 10147       | 12082       |
| Total        | 28815 | 24369 | 28691 | 26828 |     |     |     |     |     |     |     |     | 108703      | 127324      |



# 2. Overdrive Circulation Statistics

| April       | 2024 | 2025 | % Change |
|-------------|------|------|----------|
| eBooks      | 6545 | 6033 | -8       |
| eAudioBooks | 3883 | 3882 | 03       |
| eMagazines  | 2058 | 3043 | +48      |

#### 3. Database Use

Database use decreased 14% in April.

| Month      | Sessions |
|------------|----------|
| April 2024 | 3981     |
| April 2025 | 3412     |

# 4. Programming Statistics

Branch Programs:

| Month      | Programs | Attendees |
|------------|----------|-----------|
| April 2024 | 216      | 2512      |
| April 2025 | 210      | 1957      |

#### Recorded Programs:

| Month      | Programs | Attendees/Views |
|------------|----------|-----------------|
| April 2024 | 0        | 0               |
| April 2025 | 0        | 0               |



# 5. Website Usage

In April visits to the website were down 2%, and visits to the catalogue were down 10%.

| Month      | Website Visits | Catalogue Visits |
|------------|----------------|------------------|
| April 2024 | 14920          | 23983            |
| April 2025 | 14597          | 21645            |

# App Usage

In April the app was launched 0.6% more often, by 79% fewer new devices.

| Month      | New Devices | Launches |
|------------|-------------|----------|
| April 2024 | 169         | 3179     |
| April 2025 | 35          | 3198     |

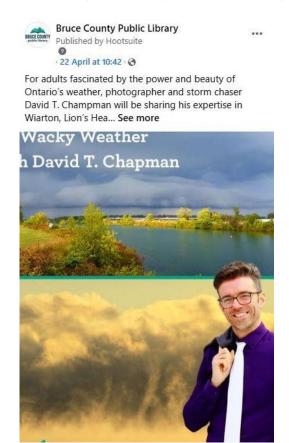
#### 6. Social Media Statistics

| April               | 2024 | 2025 | % change |
|---------------------|------|------|----------|
| Facebook Likes      | 3652 | 4031 | +10      |
| Instagram Followers | 1894 | 2051 | +8       |
| X Followers         | 1962 | 1910 | -3       |



### 7. Top Social Media Posts

Facebook: 14,090 views, 52 interactions, 7,345 reach



Instagram: 507 views, 34 interactions, 403 reach

