

MONTHLY STATISTICAL REPORT - Q2 2024 (Apr - Jun)

Appendix A

Service Measure	Bowmanville		Percent Change	Courtice		Percent Change	Newcastle		Percent Change	Orono		Percent Change	Museum		Percent Change	Virtual		Percent Change	Q2 Total		Percent Change
	2024	2023		2024	2023		2024	2023		2024	2023		2024	2023		2024	2023		2024	2023	
Circulation																					
Print	61,638	60,530	1.8%	41,428	38,613	7.3%	24,135	22,033	9.5%	2,305	2,496	-7.7%							129,506	123,672	4.7%
Multimedia	55,485	59,219	-6.3%	28,181	28,319	-0.5%	21,891	26,398	-17.1%	6,833	6,844	-0.2%							112,390	120,780	-6.9%
Digital																55,786	55,837	-0.1%	55,786	55,837	-0.1%
Special Collections	2,435	914	166.4%	1,497	857	74.7%	1,195	641	86.4%	259	81	219.8%							5,386	2,493	116.0%
TOTAL CIRCULATION	119,558	120,663	-0.9%	71,106	67,789	4.9%	47,221	49,072	-3.8%	9,397	9,421	-0.3%				55,786	55,837	-0.1%	303,068	302,782	0.1%
Visits																					
In Person (Gate Counts)	34,349	29,235	17.5%	32,972	30,718	7.3%	14,066	12,809	9.8%	1,626	301	440.2%	899	1,185	-24.1%				83,912	74,248	13.0%
Website																91,567	80,697	13.5%	91,567	80,697	13.5%
App																482,457	379,731	27.1%	482,457	379,731	27.1%
Social Media Reach																81,347	164,881	-50.7%	81,347	164,881	-50.7%
In Location Use																					
Computer Use	2,914	2,247	29.7%	1,028	927	10.9%	1,367	1,301	5.1%	64	76	-15.8%							5,373	4,551	18.1%
Wireless Use	21,999	19,883	10.6%	24,985	29,333	-14.8%	11,432	16,371	-30.2%	4,364	5,200	-16.1%							62,780	70,787	-11.3%
Services																					
Program Attendance	2,009	1,619	24.1%	1,624	1,403	15.8%	1,459	1,227	18.9%	62	27	129.6%	498	492	1.2%				5,652	4,768	18.5%
Outreach Impact (System Wide)																			2,018	2,595	-22.2%
External Room Bookings	7	29	-75.9%	1	27	-96.3%	1	36	-97.2%	-	-	N/A	-	-	N/A				9	92	-90.2%
New Members	762	778	-2.1%	355	250	42.0%	122	133	-8.3%	18	50	-64.0%							1,257	1,211	3.8%
Active Users	26,168	23,430	11.7%	11,835	10,687	10.7%	6,113	5,556	10.0%	1,131	1,067	5.9%							45,246	40,741	11.1%
Museum Research Requests													26	0	N/A				26	-	N/A
LiveChat																-	-	N/A	-	-	N/A