

MONTHLY STATISTICAL REPORT - Q1 2025 (Jan - Mar)

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Appendix A																					
Service Measure	Bowmanville		Percent Change	Courtice		Percent Change	Newcastle		Percent Change	Orono		Percent Change	Museum		Percent Change	Virtual		Percent Change	Q1 Total		Percent Change
	2025	2024		2025	2024		2025	2024		2025	2024		2025	2024		2025	2024		2025	2024	
Circulation																					
Print	65,730	61,632	6.6%	39,390	40,299	-2.3%	26,256	24,102	8.9%	1,966	2,135	-7.9%							133,342	128,168	4.0%
Multimedia	24,141	22,735	6.2%	13,486	13,017	3.6%	10,012	9,163	9.3%	2,686	2,677	0.3%							50,325	47,592	5.7%
Digital			N/A			N/A			N/A			N/A				66,446	61,309	8.4%	66,446	61,309	8.4%
Special Collections	3,304	971	240.3%	852	694	22.8%	1,739	900	93.2%	101	208	-51.4%							5,996	2,773	116.2%
TOTAL CIRCULATION	93,175	85,338	9.2%	53,728	54,010	-0.5%	38,007	34,165	11.2%	4,753	5,020	-5.3%				66,446	61,309	8.4%	256,109	239,842	6.8%
Visits																					
In Person (Gate Counts)	24,596	30,145	-18.4%	39,869	35,169	13.4%	14,014	14,933	-6.2%	1,792	1,069	67.6%	1,072	924	16.0%				81,343	82,240	-1.1%
Website																128,640	113,963	12.9%	128,640	113,963	12.9%
App																677,963	94,078	620.6%	677,963	94,078	620.6%
Social Media Impressions																143,385	104,194	37.6%	143,385	104,194	37.6%
In Location Use																					
Computer Use	2,853	2,665	7.1%	1,093	1,046	4.5%	966	1,379	-29.9%	71	85	-16.5%							4,983	5,175	-3.7%
Wireless Use	21,937	19,618	11.8%	31,638	23,136	36.7%	8,661	11,069	-21.8%	3,283	4,396	-25.3%							65,519	58,219	12.5%
Services																					
Program Attendance	2,004	2,163	-7.4%	3,357	3,247	3.4%	1,721	1,681	2.4%	206	147	40.1%	359	433	-17.1%				7,647	7,671	-0.3%
Outreach Impact (System Wide)																			1,344	1,420	-5.4%
Room Bookings	1	8	-87.5%	-	-	N/A	1	4	-75.0%	-	-	N/A	-	-	N/A				2	12	-83.3%
New Members	725	612	18.5%	453	300	51.0%	185	101	83.2%	46	14	228.6%							1,409	1,027	37.2%
Active Users	20,985	24,346	-13.8%	9,812	11,052	-11.2%	5,144	5,637	-8.7%	898	1,043	-13.9%							36,838	42,077	-12.5%
Museum Research Requests													30	27	11.1%				30	27	11.1%
LiveChat																527	444	18.7%	527	444	18.7%
Maker's Space Visits				2,851	2,353	21.2%													2,851	2,353	21.2%