

CLMA 2024 Q1 Statistical Report (January to March)

Service Measure	Bowmanville		Percent Change	Courtice		Percent Change	Newcastle		Percent Change	Orono		Percent Change	Museum		Percent Change	Virtual		Percent Change	Q3 Total		Percent Change
	2024	2023		2024	2023		2024	2023		2024	2023		2024	2023		2024	2023		2024	2023	
Circulation																					
Print	61,632	57,592	7.0%	40,299	36,997	8.9%	24,102	19,583	23.1%	2,135	2,063	3.5%							128,168	116,235	10.3%
Multimedia	22,735	19,778	15.0%	13,017	10,023	29.9%	9,163	6,717	36.4%	2,677	1,900	40.9%							47,592	38,418	23.9%
Digital			N/A			N/A			N/A			N/A				35,383	43,499	-18.7%	35,383	43,499	-18.7%
Special Collections	971	636	52.7%	694	674	3.0%	900	335	168.7%	208	41	407.3%							2,773	1,686	64.5%
TOTAL CIRCULATION	85,338	78,006	9.4%	54,010	47,694	13.2%	34,165	26,635	28.3%	5,020	4,004	25.4%				35,383	43,499	-18.7%	213,916	199,838	7.0%
Visits																					
In Person (Gate Counts)	29,607	22,386	32.3%	31,691	22,849	38.7%	13,924	11,805	18.0%	1,069	827	29.3%	924	461	100.4%				77,215	58,328	32.4%
Website																113,963	91,695	24.3%	113,963	91,695	24.3%
App																94,078	394,391	-76.1%	94,078	394,391	-76.1%
Social Media Impressions																108,145	153,641	-29.6%	108,145	153,641	-29.6%
In Location Use																					
Computer Use	2,665	2,421	10.1%	1,046	1,634	-36.0%	1,379	1,593	-13.4%	85	109	-22.0%							5,175	5,757	-10.1%
Wireless Use	19,618	16,752	17.1%	23,136	19,954	15.9%	11,069	11,443	-3.3%	4,396	3,871	13.6%							58,219	52,020	11.9%
Services																					
Program Attendance	2,163	1,231	75.7%	3,247	1,328	144.5%	1,681	1,208	39.2%	147	45	226.7%	433	34	1173.5%				7,671	3,846	99.5%
Outreach Impact (System Wide)																			1,420	557	154.9%
Room Bookings	94	-	N/A	418	-	N/A	141	-	N/A	-	-	N/A	6	-	N/A				659	-	N/A
New Members	612	349	75.4%	300	238	26.1%	101	127	-20.5%	14	128	-89.1%							1,027	842	22.0%
Active Users	26,095	21,864	19.4%	11,817	10,509	12.5%	6,137	5,245	17.0%	1,161	974	19.2%							45,210	38,592	17.1%
Museum Research Requests													27	31	-12.9%				27	31	-12.9%
LiveChat																444	-	N/A	444	-	N/A
Maker's Space Visits				2,353	0	N/A													2,353	-	N/A