

## Newmarket Public Library Statistical Data - 2021

### Library Card Holders

| 2021             | Jan    | Feb    | Mar    | Apr    | May    | Jun    | Jul | Aug | Sep | Oct | Nov | Dec |
|------------------|--------|--------|--------|--------|--------|--------|-----|-----|-----|-----|-----|-----|
| NPL Card Holders | 24,981 | 24,826 | 24,666 | 24,443 | 23,784 | 23,913 |     |     |     |     |     |     |
| Residents        | 21,947 | 21,803 | 21,671 | 21,491 | 20,899 | 20,994 |     |     |     |     |     |     |
| Non-Residents    | 3,034  | 3,023  | 2,995  | 2,952  | 2,885  | 2,919  |     |     |     |     |     |     |

### New and Renewed Library Cards

| 2021               | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Total |
|--------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|
| New registrations  | 170 | 106 | 145 | 110 | 114 | 138 |     |     |     |     |     |     | 783   |
| New non-resident   | 54  | 33  | 33  | 22  | 35  | 30  |     |     |     |     |     |     | 207   |
| Renewed membership | 521 | 243 | 324 | 232 | 277 | 320 |     |     |     |     |     |     | 1,917 |

| 2021                    | Jan                        | Feb    | Mar    | Apr    | May    | Jun    | Jul | Aug | Sep | Oct | Nov | Dec | Total  |
|-------------------------|----------------------------|--------|--------|--------|--------|--------|-----|-----|-----|-----|-----|-----|--------|
| Website visits          | 16,299                     | 13,544 | 15,157 | 14,630 | 14,098 | 14,694 |     |     |     |     |     |     | 88,422 |
| # of PAC Account Logins | 8,956                      | 8,184  | 8,486  | 8,492  | 8,269  | 12,817 |     |     |     |     |     |     | 55,204 |
| Room Rentals            | No rentals due to COVID-19 |        |        |        |        |        |     |     |     |     |     |     | -      |
| Room Rental Hours       |                            |        |        |        |        |        |     |     |     |     |     |     | -      |

### Programs

#### 5 Year Trend - January-June

| # of Programs Held | 2017 | 2018 | 2019 | 2020 | 2021 |
|--------------------|------|------|------|------|------|
| Adult              | 150  | 173  | 147  | 71   | 182  |
| Children's         | 723  | 508  | 506  | 208  | 223  |
| Total Programs     | 873  | 681  | 653  | 279  | 405  |

| Program Attendance | 2017  | 2018   | 2019  | 2020  | 2021  |
|--------------------|-------|--------|-------|-------|-------|
| Adult              | 1,305 | 2,752  | 2,079 | 1,231 | 949   |
| Children's         | 7,200 | 7,376  | 4,987 | 2,437 | 1,255 |
| Total Attendance   | 8,505 | 10,128 | 7,066 | 3,668 | 2,204 |

## Newmarket Public Library Statistical Data - 2021

### Borrowing

| 2021                   | Jan    | Feb    | Mar    | Apr    | May    | Jun    | Jul | Aug | Sep | Oct | Nov | Dec | Total   |
|------------------------|--------|--------|--------|--------|--------|--------|-----|-----|-----|-----|-----|-----|---------|
| eAudio books           | 2,900  | 2,644  | 3,155  | 3,012  | 3,120  | 2,979  |     |     |     |     |     |     | 17,810  |
| eBooks + eMagazines    | 7,244  | 6,315  | 6,707  | 6,439  | 6,624  | 6,263  |     |     |     |     |     |     | 39,592  |
| eMusic                 | 2,238  | 2,164  | 3,145  | 2,559  | 2,636  | 2,440  |     |     |     |     |     |     | 15,182  |
| eVideo                 | 1,053  | 1,097  | 797    | 914    | 870    | 763    |     |     |     |     |     |     | 5,494   |
| Books + Magazines      | 12,504 | 11,573 | 12,981 | 12,169 | 11,737 | 11,455 |     |     |     |     |     |     | 72,419  |
| Audio (Books + Music)  | 225    | 170    | 175    | 166    | 161    | 149    |     |     |     |     |     |     | 1,046   |
| Movies + Video Games   | 842    | 699    | 744    | 741    | 645    | 618    |     |     |     |     |     |     | 4,289   |
| Kits                   | 17     | 23     | 17     | 21     | 27     | 21     |     |     |     |     |     |     | 126     |
| Lendery                | 2      | 2      | 3      | 13     | 22     | 40     |     |     |     |     |     |     | 82      |
| Laptop                 | 43     | 22     | 30     | 27     | 25     | 30     |     |     |     |     |     |     | 177     |
| <b>Total Borrowing</b> | 27,068 | 24,709 | 27,754 | 26,061 | 26,011 | 25,299 |     |     |     |     |     |     | 156,902 |
| <b>% Physical</b>      | 50%    | 51%    | 50%    | 50%    | 49%    | 49%    |     |     |     |     |     |     | 53%     |
| <b>% Virtual</b>       | 50%    | 49%    | 50%    | 50%    | 51%    | 51%    |     |     |     |     |     |     | 47%     |

### Database Usage

|                             |       |        |        |       |       |       |  |  |  |  |  |  |        |
|-----------------------------|-------|--------|--------|-------|-------|-------|--|--|--|--|--|--|--------|
| Adult Subscriptions         | 8,509 | 13,774 | 9,731  | 8,998 | 6,857 | 4,961 |  |  |  |  |  |  | 52,830 |
| Children's Subscriptions    | 461   | 284    | 485    | 183   | 172   | 181   |  |  |  |  |  |  | 1,766  |
| <b>Total Database Usage</b> | 8,970 | 14,058 | 10,216 | 9,181 | 7,029 | 5,142 |  |  |  |  |  |  | 54,596 |