

Newmarket Public Library Statistical Data - Q3 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	23,847	23,917	22,408			
Residents	21,947	21,803	21,671	21,491	20,899	20,994	20,911	20,947	20,786			
Non-Residents	3,034	3,023	2,995	2,952	2,885	2,919	2,936	2,970	1,622			

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	326	297	355				1,761
New non-resident	54	33	33	22	35	30	57	48	70				382
Renewed membership	521	243	324	232	277	320	840	521	347				3,625

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	16,748	14,457	14,224				133,851
# of PAC Account Logins	8,956	8,184	8,486	8,492	8,269	12,817	11,479	7,112	7,754				81,549
Room Rentals	No rentals due to COVID 19 reopening					-	1	-	4				5
Room Rental Hours						-	13	-	25				38

Programs 5 Year Trend - January-September

# of Programs Held	2017	2018	2019	2020	2021
Adult	229	274	227	114	270
Children's	940	641	637	255	268
Total Programs	1,169	915	864	369	538

Program Attendance	2017	2018	2019	2020	2021
Adult	1,766	3,824	2,638	1,430	1,658
Children's	9,753	9,685	7,527	3,379	2,894
Total Attendance	11,519	13,509	10,165	4,809	1,092

Newmarket Public Library Statistical Data - Q3 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	3,040	3,161	3,043				27,054
eBooks + eMagazines	7,244	6,315	6,707	6,439	6,624	6,263	6,119	6,074	5,830				57,615
eMusic	2,238	2,164	3,145	2,559	2,636	2,440	2,351	1,842	1,538				20,913
eVideo	1,053	1,097	797	914	870	763	728	787	717				7,726
Books + Magazines	12,504	11,573	12,981	12,169	11,737	11,455	21,807	24,751	23,609				142,586
Audio (Books + Music)	225	170	175	166	161	149	319	332	330				2,027
Movies + Video Games	842	699	744	741	645	618	1,675	2,154	1,967				10,085
Kits	17	23	17	21	27	21	38	42	41				247
Lendery	2	2	3	13	22	40	64	91	65				302
Laptop	43	22	30	27	25	30	46	41	43				307
Total Borrowing	27,068	24,709	27,754	26,061	26,011	25,299	36,627	39,808	37,822				271,159
% Physical	50%	51%	50%	50%	49%	49%	65%	69%	69%				57%
% Virtual	50%	49%	50%	50%	51%	51%	35%	31%	31%				43%

Database Usage

Adult Subscriptions	8,509	13,774	9,731	8,998	6,857	4,961	4,859	5,905	4,790				68,384
Children's Subscriptions	461	284	485	183	172	181	116	413	74				2,369
Total Database Usage	8,970	14,058	10,216	9,181	7,029	5,142	4,975	6,318	4,864				70,753