

## Newmarket Public Library Statistical Data - Q4 YE January-December 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	23,658	23,576	23,589
Residents	21,947	21,803	21,671	21,491	20,899	20,994	20,911	20,947	20,786	20,695	20,639	20,638
Non-Residents	3,034	3,023	2,995	2,952	2,885	2,919	2,936	2,970	1,622	2,963	2,937	2,951

### 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	339	249	212	2,561
New non-resident	54	33	33	22	35	30	57	48	70	68	30	45	525
Renewed membership	521	243	324	232	277	320	840	521	347	230	335	415	4,605

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	14,073	14,481	12,845	175,250	
# of PAC Account Logins	8,956	8,184	8,486	8,492	8,269	12,817	11,479	7,112	7,754	6,944	6,933	7,012	102,438	
Room Rentals	No rentals due to COVID-19 reopening plan							1	-	4	3	10	11	29
Room Rental Hours								13	-	25	14	33	30	114

### Programs

#### 5 Year Trend - January-September

# of Programs Held	2017	2018	2019	2020	2021
Adult	310	359	334	80	258
Children's	1,282	891	889	318	352
Total Programs	1,592	1,250	1,223	398	610

Program Attendance	2017	2018	2019	2020	2021
Adult	2,627	5,123	3,780	1,151	1,239
Children's	12,516	12,039	9,600	3,806	5,924
Total Attendance	15,143	17,162	13,380	4,957	7,163

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### 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	3,231	3,022	3,001	36,308
eBooks + eMagazines	7,244	6,315	6,707	6,439	6,624	6,263	6,119	6,074	5,830	5,784	5,641	5,655	74,695
eMusic	2,238	2,164	3,145	2,559	2,636	2,440	2,351	1,842	1,538	1,590	2,243	1,757	26,503
eVideo	1,053	1,097	797	914	870	763	728	787	717	717	811	875	10,129
Books + Magazines	12,504	11,573	12,981	12,169	11,737	11,455	21,807	24,751	23,609	26,108	24,208	24,313	217,215
Audio (Books + Music)	225	170	175	166	161	149	319	332	330	405	353	312	3,097
Movies + Video Games	842	699	744	741	645	618	1,675	2,154	1,967	2,271	1,958	2,023	16,337
Kits	17	23	17	21	27	21	38	42	41	44	33	36	360
Lendery	2	2	3	13	22	40	64	91	65	42	56	70	470
Laptop	43	22	30	27	25	30	46	41	43	45	31	31	414
<b>Total Borrowing</b>	<b>27,068</b>	<b>24,709</b>	<b>27,754</b>	<b>26,061</b>	<b>26,011</b>	<b>25,299</b>	<b>36,627</b>	<b>39,808</b>	<b>37,822</b>	<b>40,889</b>	<b>39,083</b>	<b>38,689</b>	<b>389,820</b>
<b>% Physical</b>	<b>50%</b>	<b>51%</b>	<b>50%</b>	<b>50%</b>	<b>49%</b>	<b>49%</b>	<b>65%</b>	<b>69%</b>	<b>69%</b>	<b>71%</b>	<b>68%</b>	<b>69%</b>	<b>61%</b>
<b>% Virtual</b>	<b>50%</b>	<b>49%</b>	<b>50%</b>	<b>50%</b>	<b>51%</b>	<b>51%</b>	<b>35%</b>	<b>31%</b>	<b>31%</b>	<b>29%</b>	<b>32%</b>	<b>31%</b>	<b>39%</b>

### Database Usage

Adult Subscriptions	8,509	13,774	9,731	8,998	6,857	4,961	4,859	5,905	4,790	5,687	4,605	4,563	83,239
Children's Subscriptions	461	284	485	183	172	181	116	413	74	392	209	209	3,179
<b>Total Database Usage</b>	<b>8,970</b>	<b>14,058</b>	<b>10,216</b>	<b>9,181</b>	<b>7,029</b>	<b>5,142</b>	<b>4,975</b>	<b>6,318</b>	<b>4,864</b>	<b>6,079</b>	<b>4,814</b>	<b>4,772</b>	<b>86,418</b>