



REPORT TO THE LIBRARY BOARD

MAY 18, 2023

SUBJECT: Q1 2023 Statistics Report
PURPOSE: For Receipt
PREPARED BY: Senior Team and Alex Bradford
PRESENTED BY: Chelsie Abraham – Manager, Customer Service & Branch Operations

RECOMMENDATION

It is recommended that the Library Board receive the Q1 2023 Statistics Report.

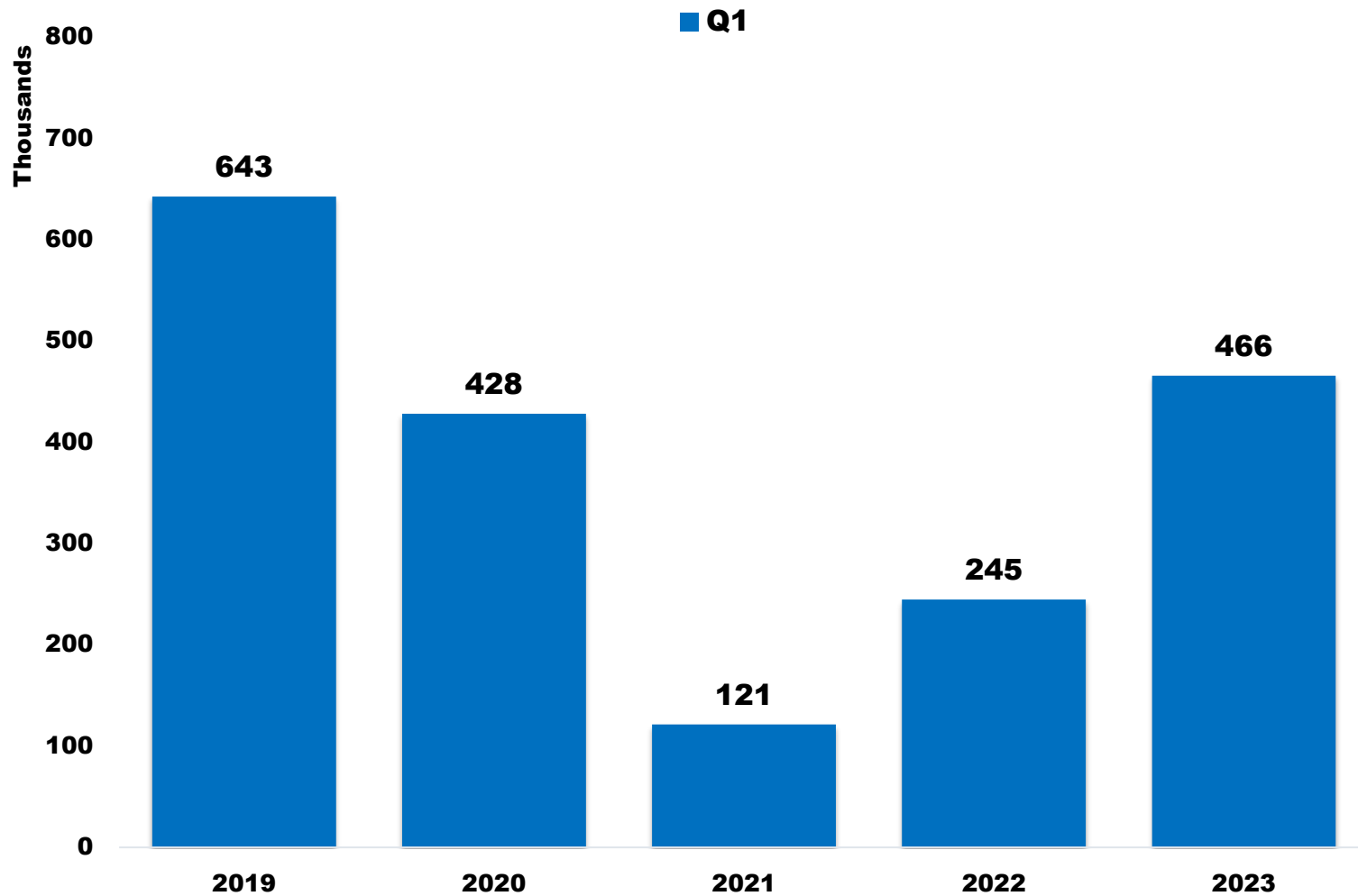
BACKGROUND

Appended are the statistics collected for the 1st Quarter 2023. Under normal circumstances, we would report on the current year plus 2 years, but we have included the 2019 and 2020 statistics to demonstrate the Library's gradual recovery from pandemic restrictions.

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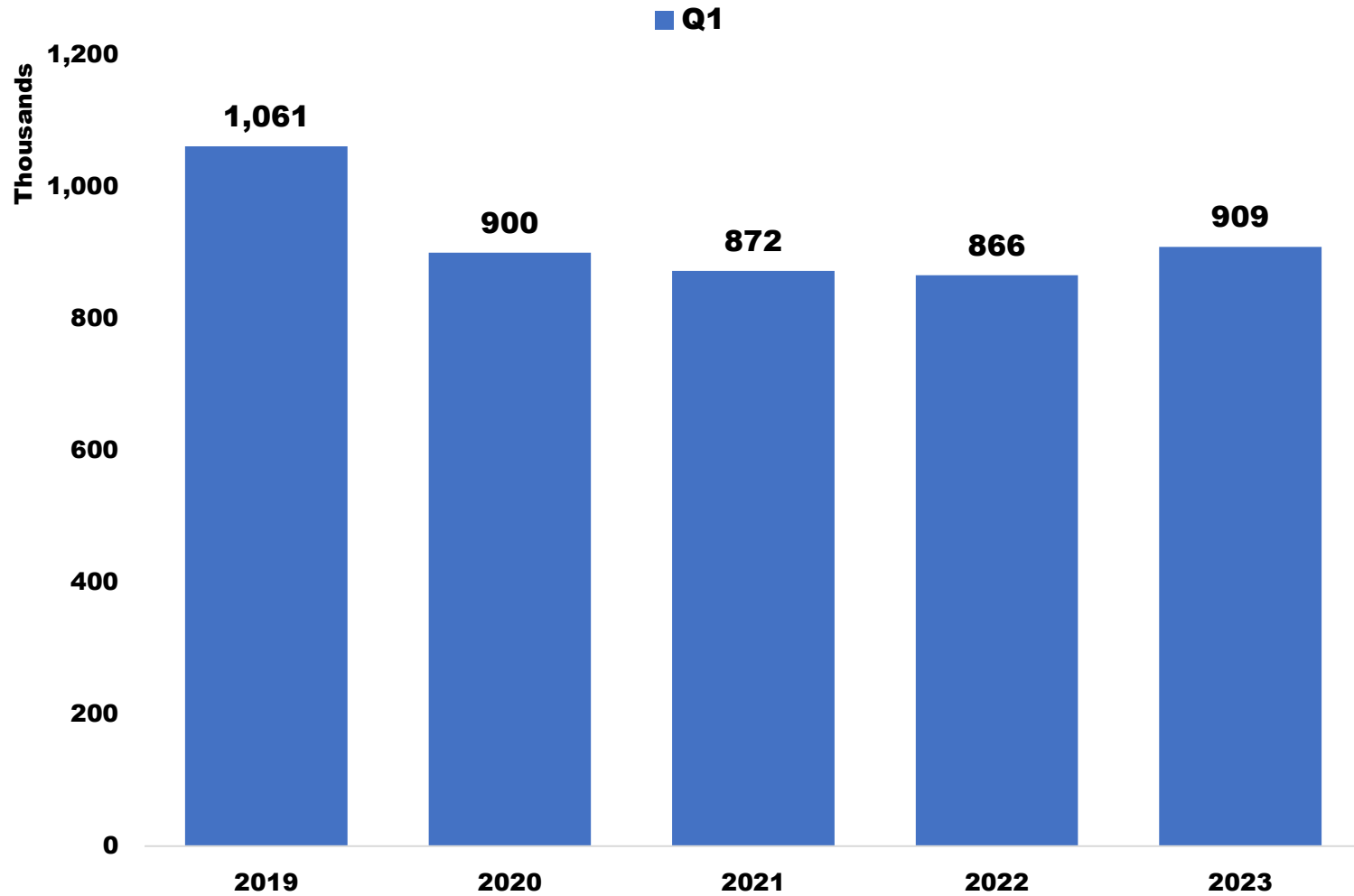
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In-Person Visit



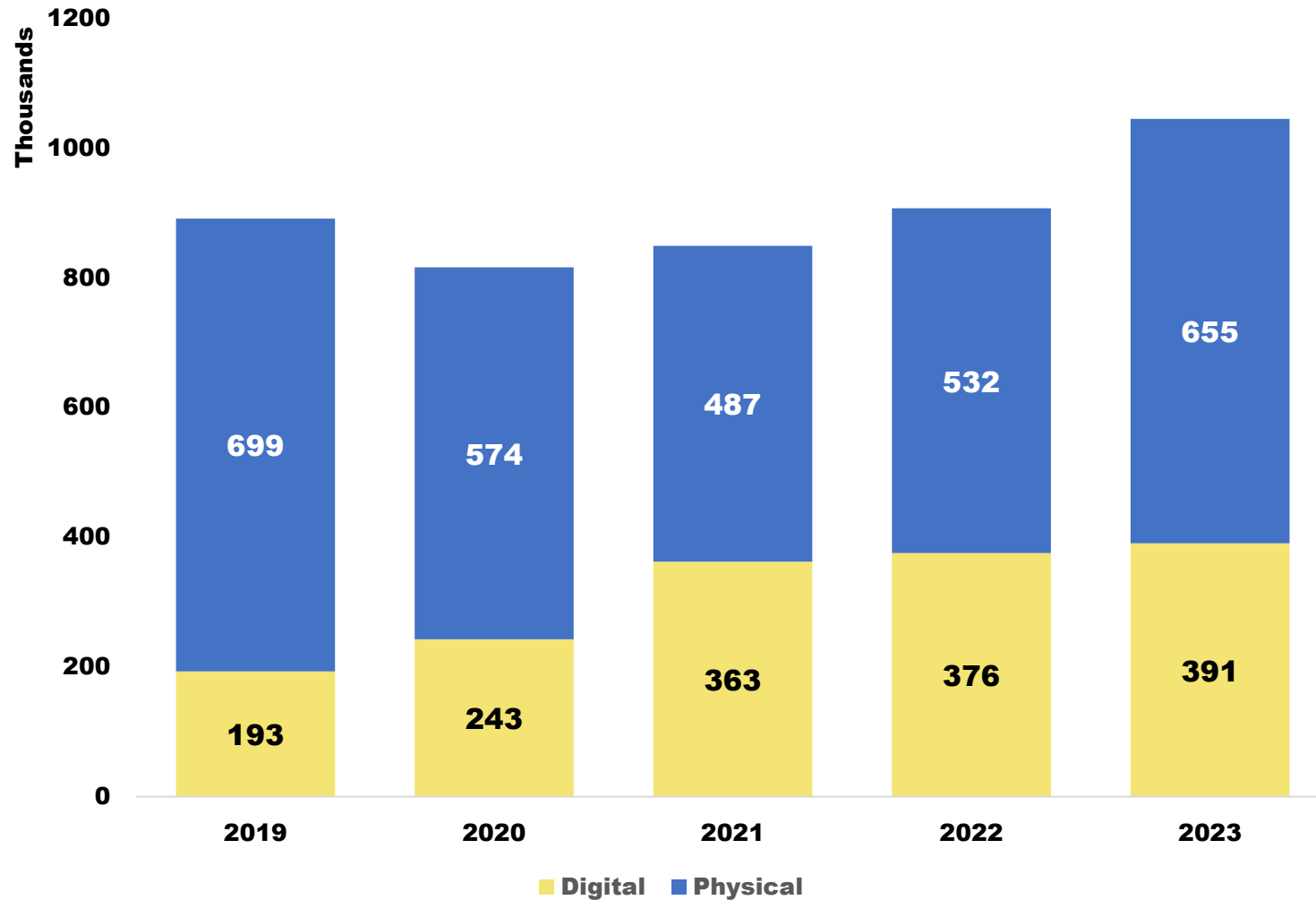
Attendance continues to climb to pre-pandemic levels. In Q1 2023, 465,922 people visited our branches, which is a 90% increase from Q1 2022. A highly successful slate of March Break programs helped boost the in-person visit numbers.

Virtual Visits

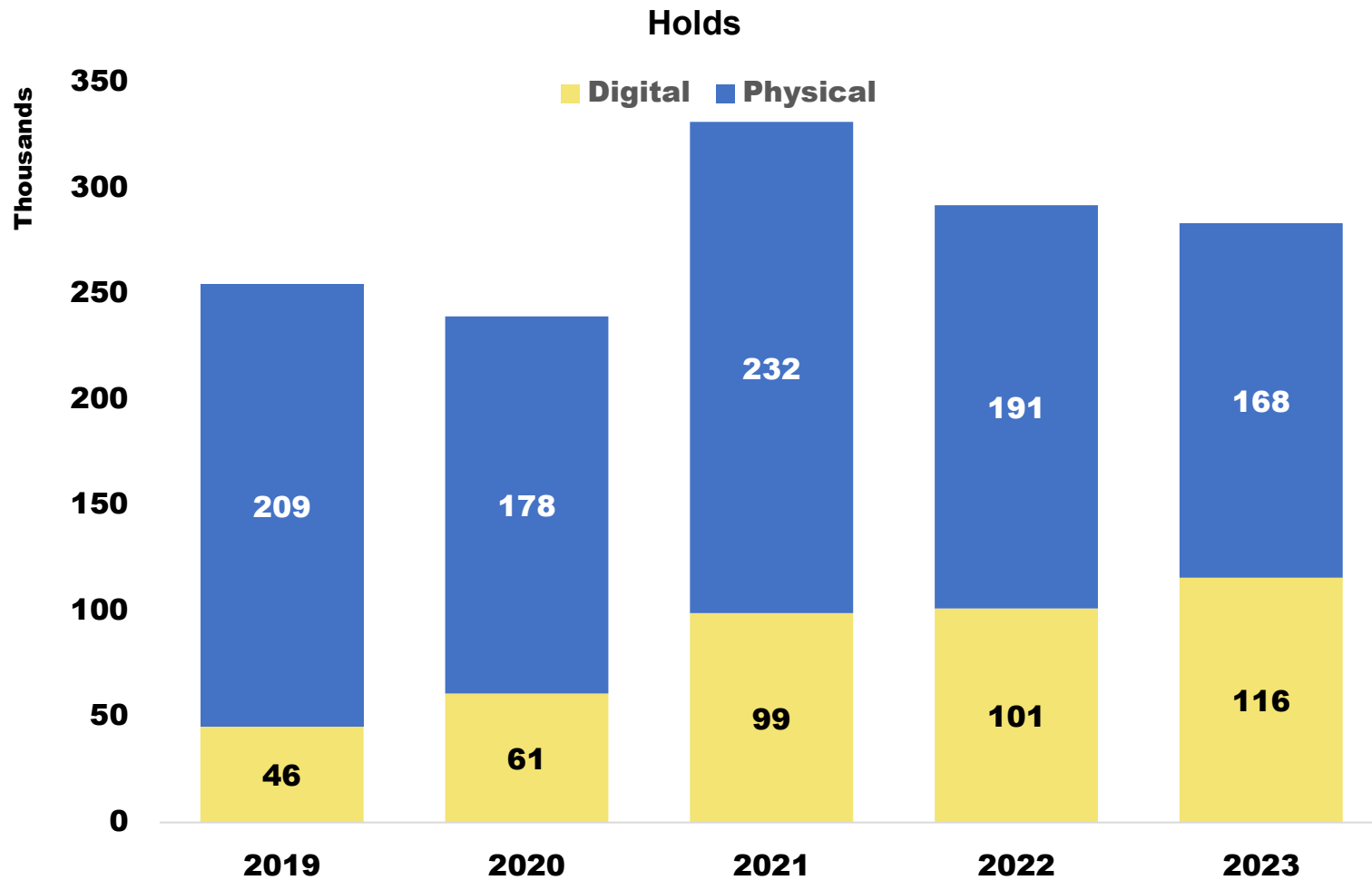


Over the past 4 years, virtual visits, including visits to the Library’s website, digital image gallery and social media accounts, have been consistent. Overall, virtual visits saw an increase of 5% from Q1 2022 and we expect to see this number jump significantly in Q2 2023 with the launch of our new website.

Borrowing

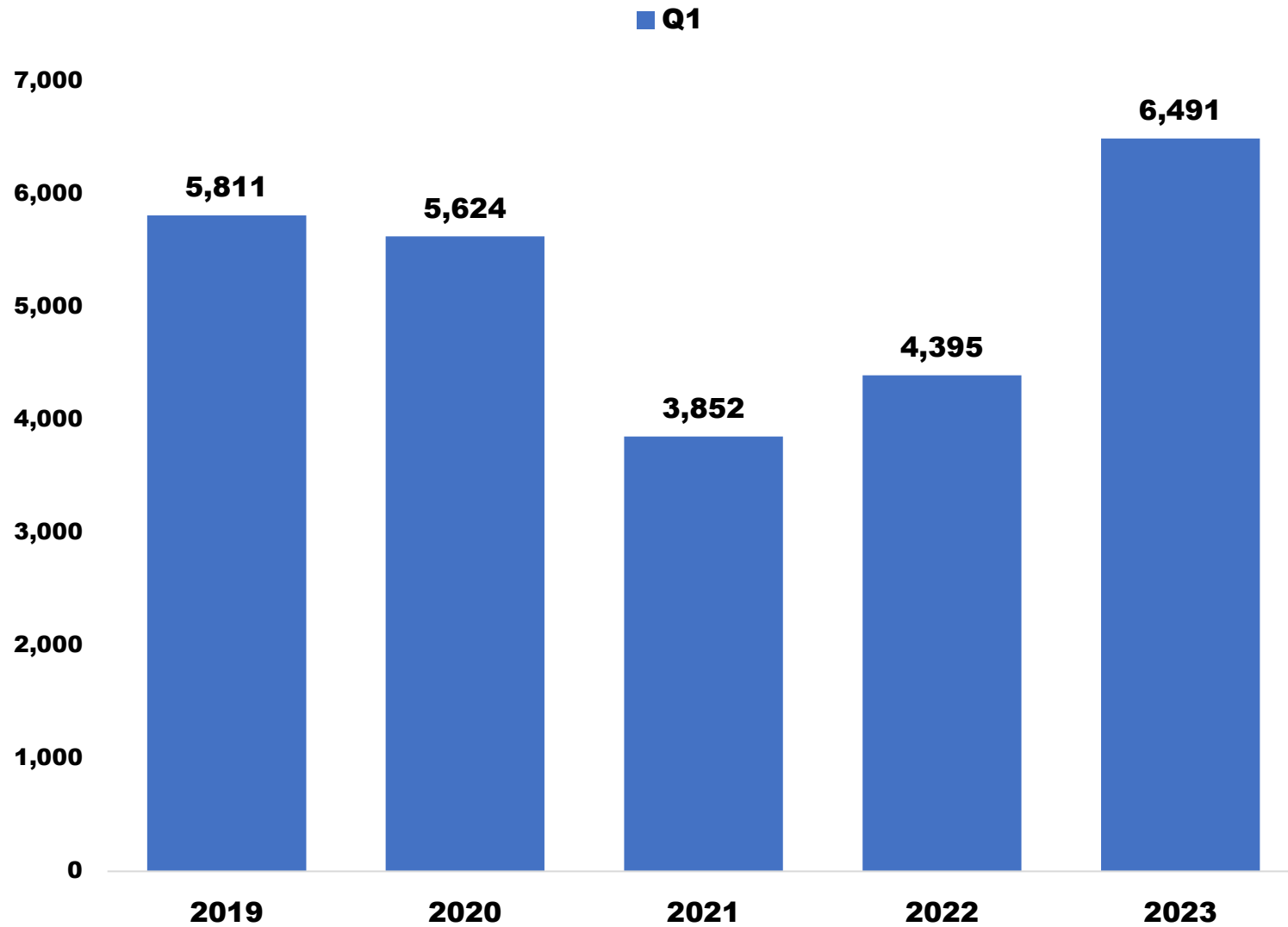


In Q1 2023, the Library circulated over one million items in both physical and digital materials. This is an increase of 15.2% from Q1 2022 and an increase of 17.2% from Q1 2019. Childrens' materials represented 46% of total borrowing of physical items. Digital materials represented nearly 37% of total borrowing as compared to 22% in 2019.



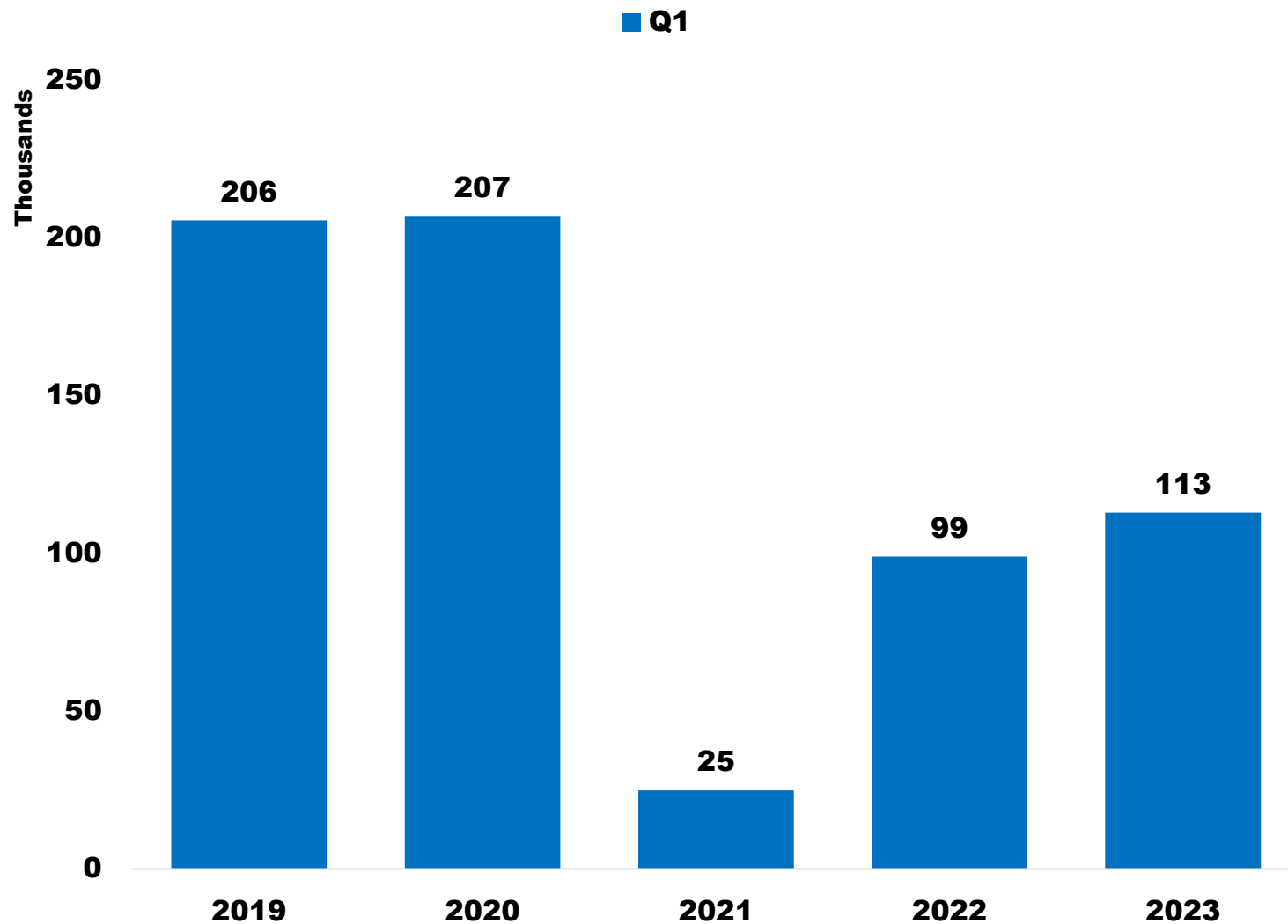
In Q1 2023, the library saw a slight drop in holds placed on library materials compared to the same period in 2022. Patrons placed a total of 283,511 holds, which is a 11.4% increase compared to 2019. Digital holds encompassed 41% of the total in Q1 2023 as compared to 18% in Q1 2019. *Note: holds on physical materials were significantly higher in 2021 because it was the primary method for patrons to borrow materials during lockdowns when the Library was relegated to curbside service.*

New Registrations



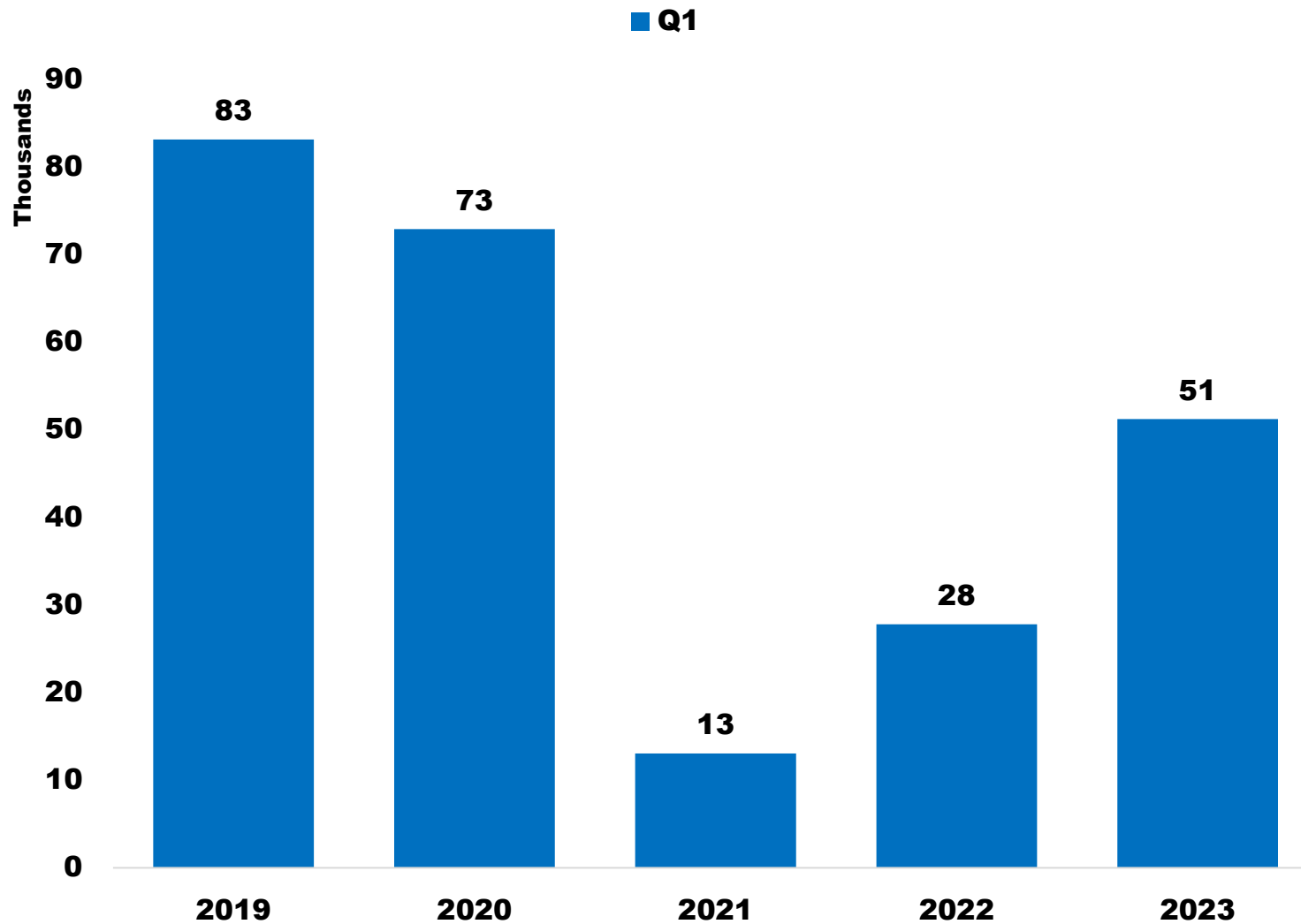
The Library welcomed 6,491 new cardholders in Q1 2023 both in-person and via online registration. This is a 47.7% increase from the previous year, and a 12% increase from Q1 2019.

Reference Questions

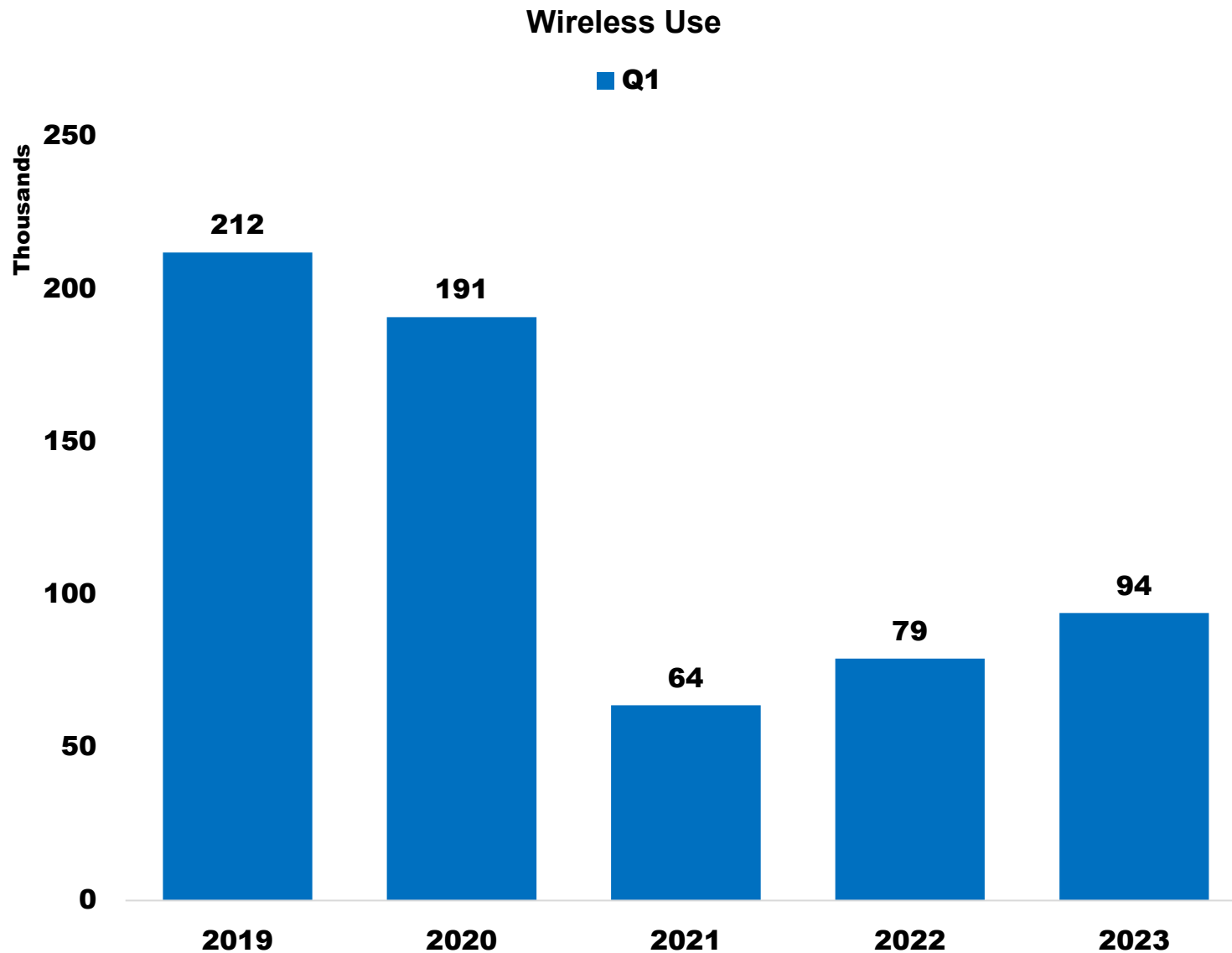


Reference questions increased by 14% in Q1 2023 compared to the same period last year. Reference questions included anything from book recommendations, programming, access to library resources and digital resources help.

Computer Use

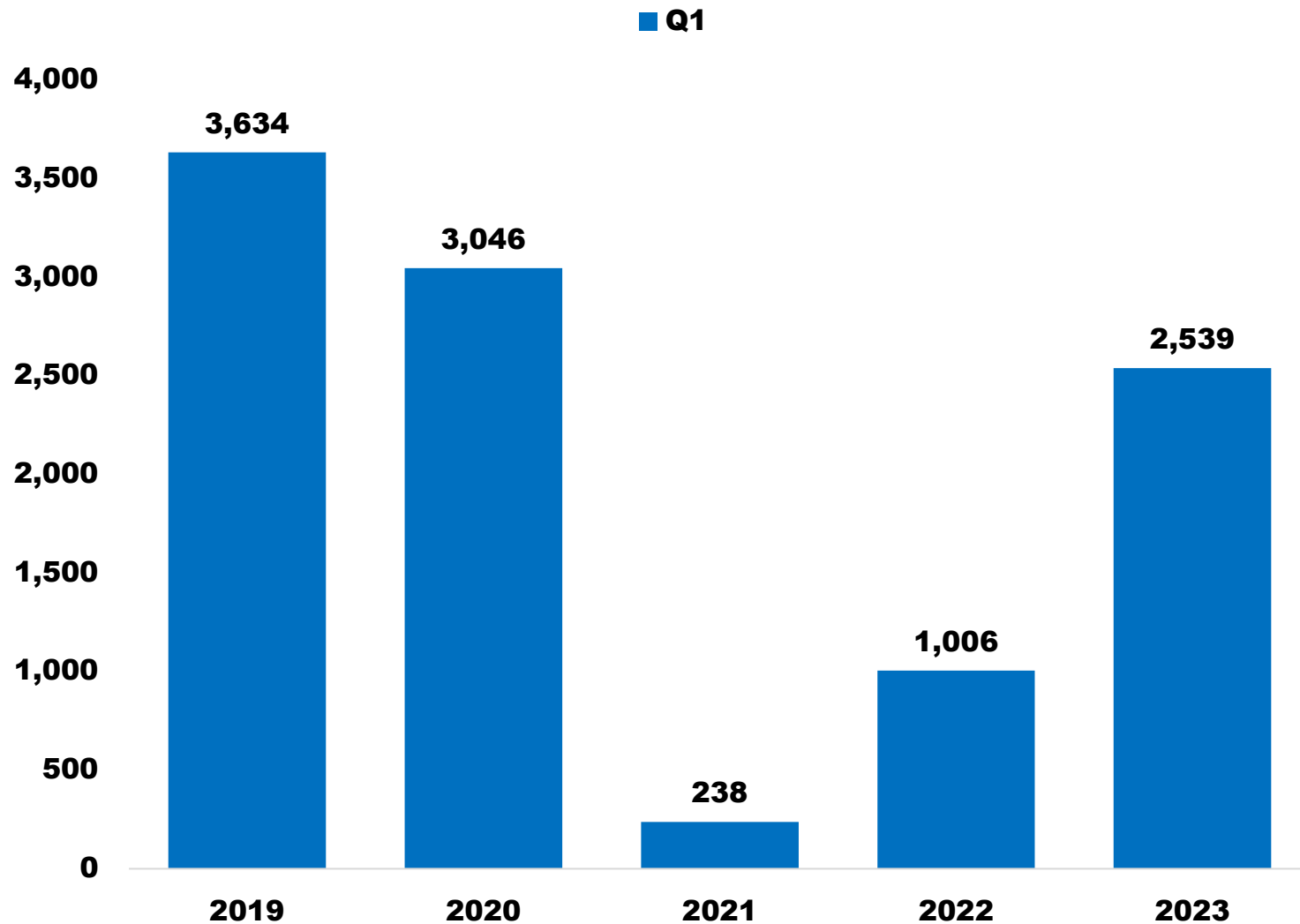


With more people visiting the library in Q1 2023, usage of public access computers increased 84.2% from the same period as last year, but numbers have fallen short of 2019 levels. Public access computers remain a critical service to Londoners and a key way that the Library can help bridge the digital divide for those without Internet at home.

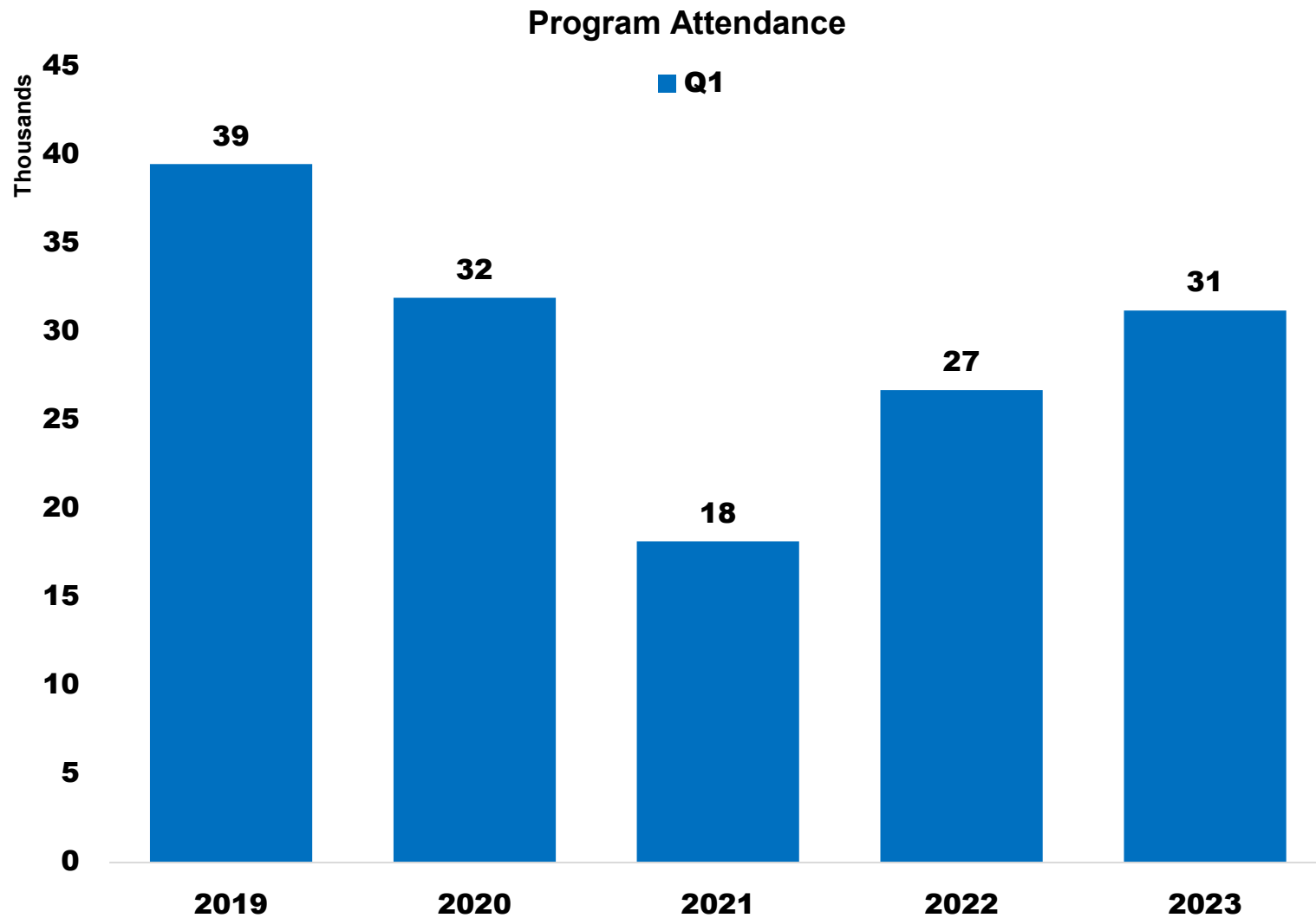


Wireless usage continues to increase steadily since 2021, but still remains below 2019 levels. Wireless usage increased by 19% from the same period last year with 94,063 sessions logged.

Program Sessions



Q1 2023 was the first time since 2019 the Library could provide an accurate comparison to a full quarter of programming. 2,539 programs were offered by the library in Q1 2023 and although lower than that offered Q1 2019, the numbers continue to rise since restrictions were lifted.



Q1 2023 was the first time since 2019 the Library could provide an accurate comparison to a full quarter of programming with 31,209 people attending programs. The attendance at March Break programming exceeded expectations, returning to pre-pandemic statistics – a good sign that things are returning to normal.