

## REPORT TO THE LIBRARY BOARD

FEBRUARY 20, 2025

**SUBJECT:** Q4 2024 Statistics Report  
**PURPOSE:** For Receipt  
**PREPARED BY:** Senior Team and Alex Bradford  
**PRESENTED BY:** Chelsie Abraham Manager, Customer Service & Branch Operations

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### RECOMMENDATION

It is recommended that the Library Board receive the Q4 2024 Statistics Report.

### BACKGROUND

Appended are the statistics collected for the 4<sup>th</sup> Quarter of 2024. While some measures have decreased slightly from Q3, this aligns with typical season trends, including reduced activity in December. Notably, overall usage remains strong, with increases in key areas such as library card registrations and Wi-Fi sessions, reflecting continued community engagement with library services.

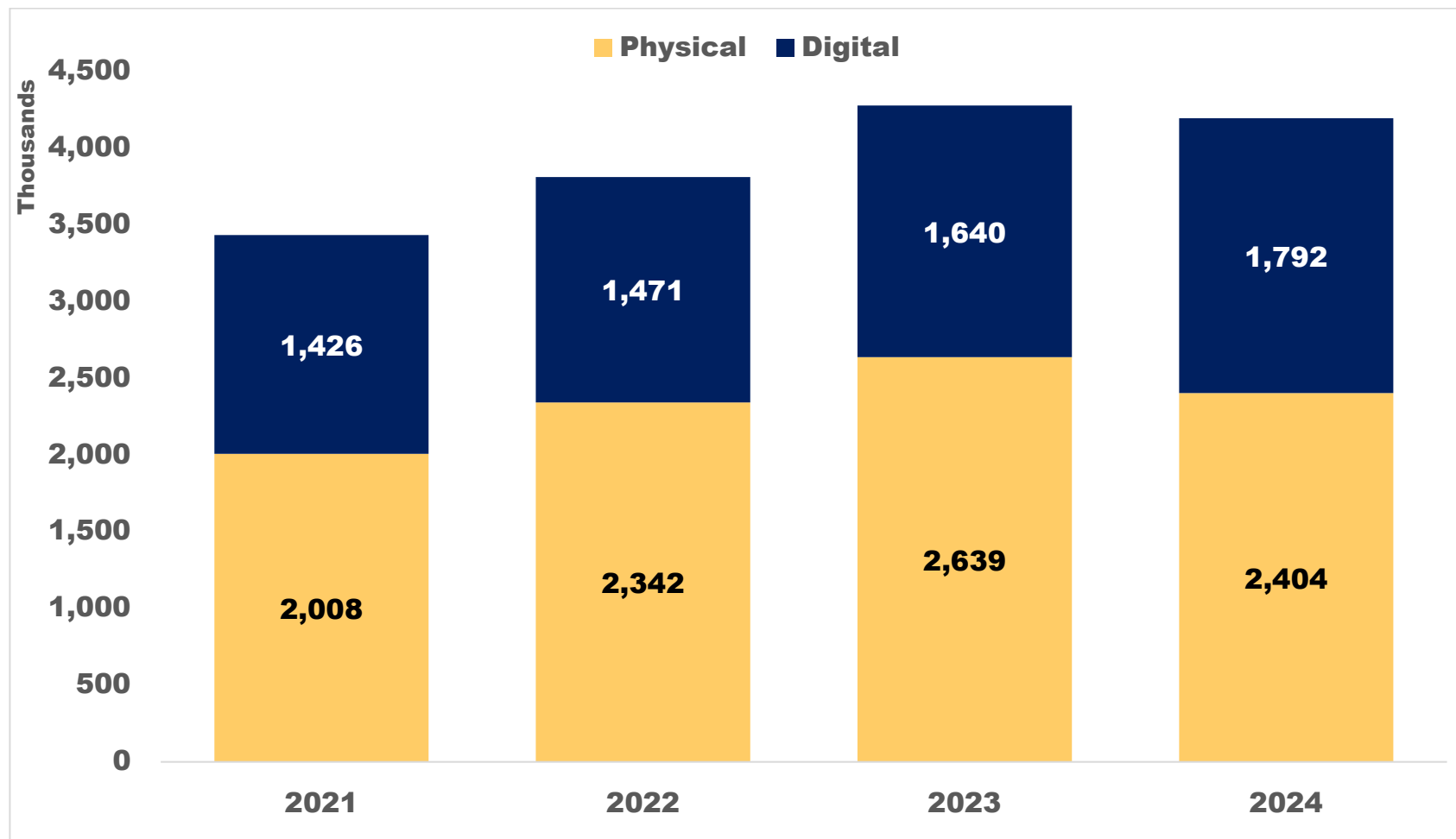
Digital collections continue to grow, reflecting increasing demand for e-books and online resources, while physical materials remain a cornerstone of library services. The overall increase in total circulation from Q3 to Q4 highlights the community's ongoing reliance on both formats for their reading and informational needs.

Due to recently discovered tabulation issues with our events and room booking software, there are no fourth quarter statistics for programming. We are working to resolve the issue/

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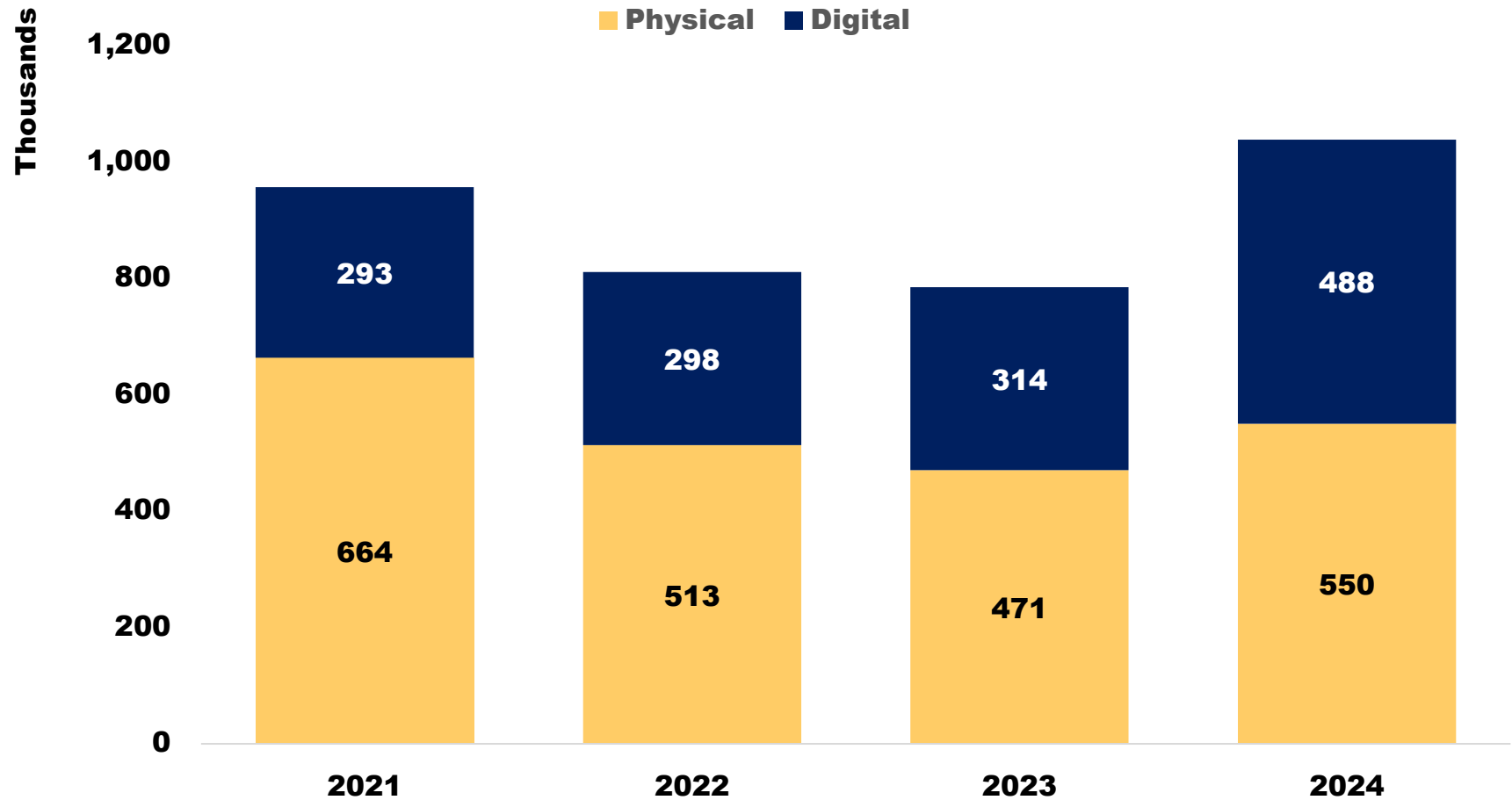
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## BORROWING – Q1-Q4 2024



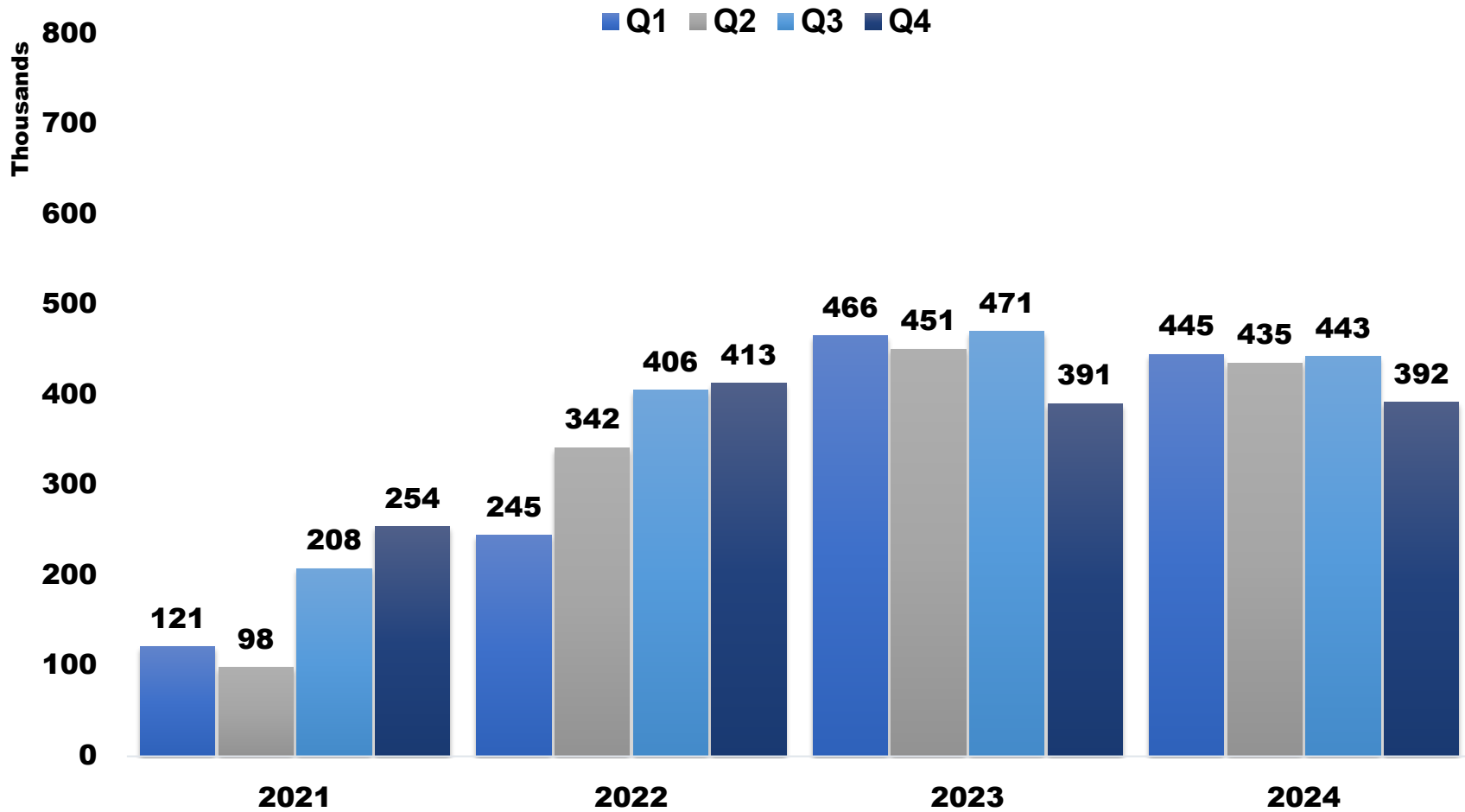
Q4 2024 borrowing increased by 9.6% compared to Q4 2023. Digital items represented 43% of total borrowing in 2024. Please note that transactions recorded manually during the Cyberattack were added back to the 2023 totals that were reported last year, increasing the total by appx. 230,000.

## HOLDS – Q1-Q4 2024



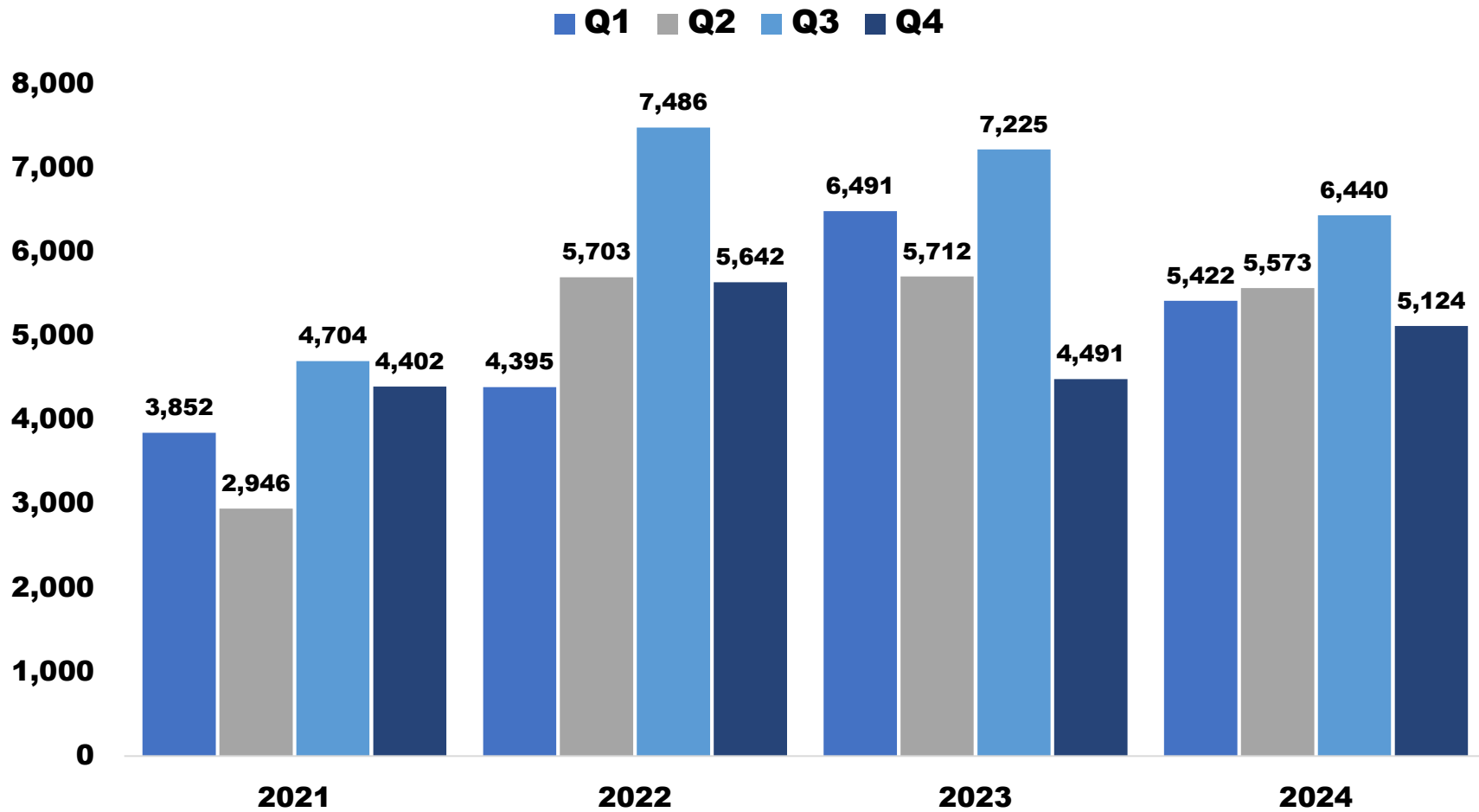
In Q4, over 250,000 holds were placed, with digital holds encompassing 47%. For 2024, over 1 million holds were placed, reflecting continued demand for both digital and physical collections. Digital holds increased 55% in 2024 as compared to 2023, reflecting a significant interest in digital titles that is becoming more difficult to meet. Please note that the cyberattack may have shifted some physical holds from 2023 to 2024.

## IN PERSON VISITS – 2024



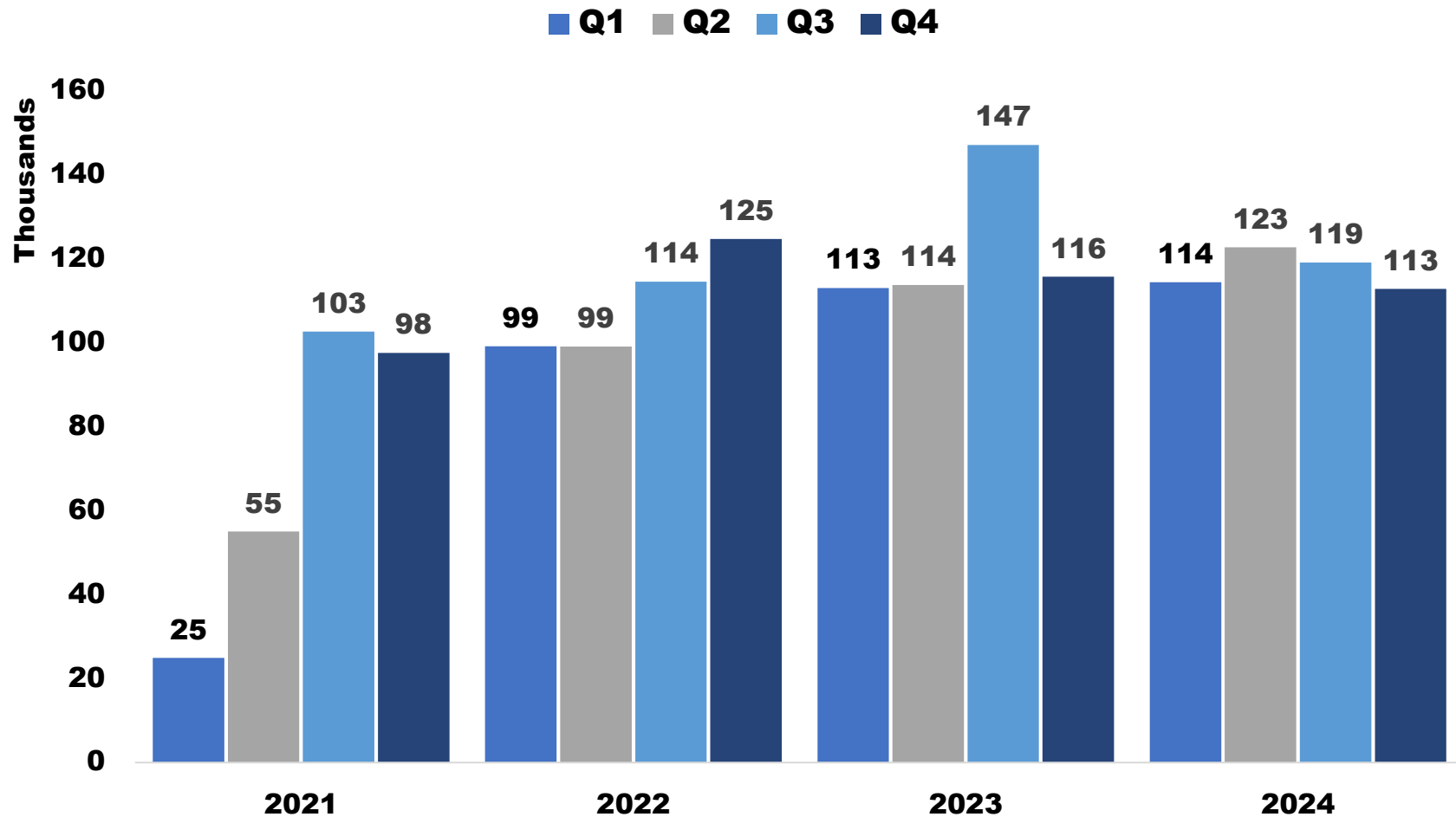
In Q4, the library welcomed over 390,00 visitors, a 5.4% decrease from Q3, likely due to the Sherwood Branch operating under reduced hours and services during renovations and the cyberattack. Overall, 1.7 million people accessed library spaces in 2024, reflecting steady engagement with in-person services.

## NEW REGISTRATIONS – 2024



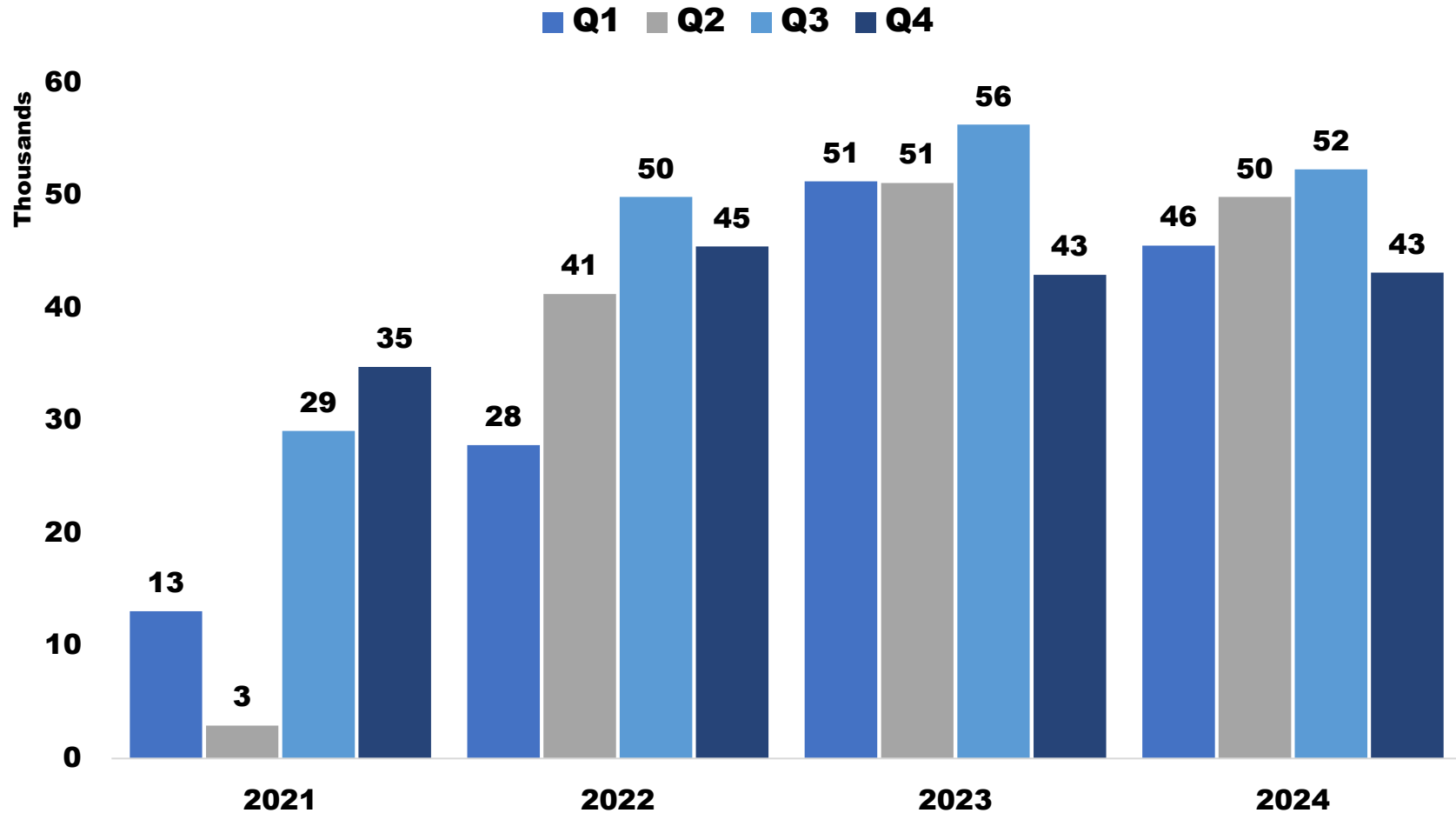
The Library registered 5,124 new cardholders in Q4 2024, a 14.1% increase from the same period in 2023. In total, 22,559 new cards were issued in 2024. As expected, Q3 saw higher registration numbers due to Summer Reading Club promotion, which is a recurring seasonal trend.

## REFERENCE QUESTIONS – 2024



Library Staff answered close to 113,000 reference questions across the system in Q4 2024, a slight decrease from Q4 2023. Throughout the year, staff responded to close to 650,000 questions, covering everything from book recommendations and program to accessing library resources and digital assistance.

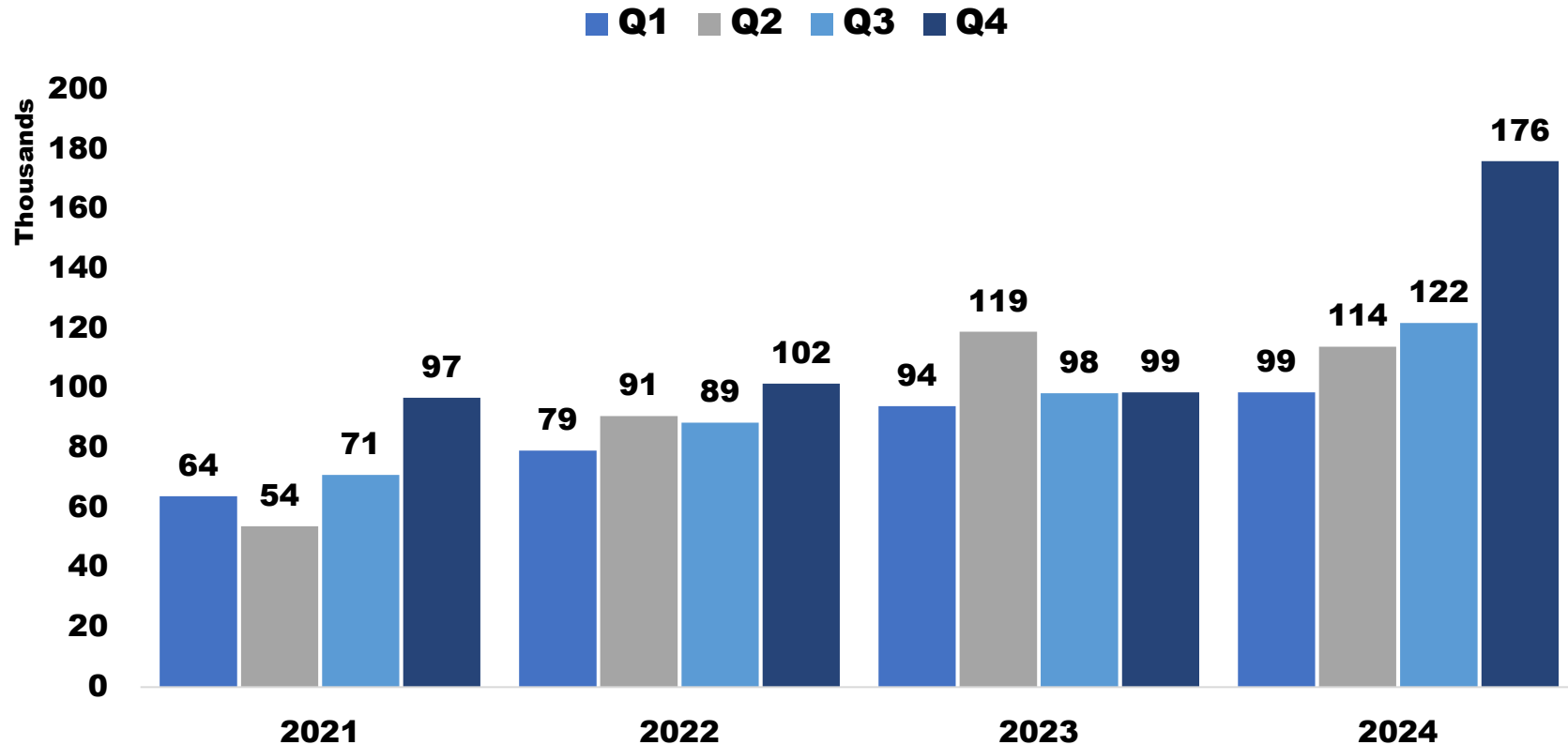
## COMPUTER USE –2024



Computer access helps bridge the digital divide and continues to be a valued service offered by the Library. In Q4 2024, public computers were used over 43,000 times. Over 190,000 computer sessions were logged in 2024, highlighting the ongoing demand for this essential service.



## WIRELESS USE – 2024



Providing free access to our wireless network is key service that bridges the digital divide and use has been lower than pre-Pandemic numbers but consistent since the Pandemic ended. Midway through Q3 2024, the Library began using a new software to count wireless connections. Previously, only connections in which there was activity on the network was counted. Currently, all connections, regardless of activity, are counted. If the Library's wifi is listed as an available connection on a patron's phone and the patron has allowed their phone to automatically connect to our network, that will count as a connection, even if there is no activity. The software only counts each individual device once in a 24-hour period, but clearly the new method of counting has significantly increased the counts. Connections increased 78% in Q4 2024 as compared to Q4 2023 and over 50% in the second half of the year.