

Media Advisory

For immediate release

“Get Counted when it Counts” at Clarington Public Library!

November 15, 2021—Clarington Public Library’s Annual Counting Week takes place from Monday, November 15th to Sunday, November 21st. During this week, use of the Library’s services and resources, whether virtually or in-person, is counted and tabulated. Collected anonymously, the statistical data includes but is not limited to: number of visitors, items circulated, website hits, eBook and eAudio checkouts, and virtual program views.

Similar statistics are recorded by other public libraries as part of the province-wide Ontario Public Libraries Annual Survey Week. This data helps to create a picture of public library use, locally, and throughout Ontario. The information is gathered and administered by the Ministry of Heritage, Sport, Tourism and Culture Industries, which requires all public libraries in the province to measure their activities during a typical week in the month of November.

“Statistics and usage patterns are an important means of assessing Library service models,” explains Linda Kent, CEO of Clarington Public Library, Museums, & Archives. “As we continue to address the challenges created by the pandemic, statistical information helps us to determine how to adjust services to meet our community’s needs. Counting Week also provides a historical snapshot of community usage patterns for Ontario Libraries.”

You can help support Clarington Public Library and “get counted when it counts” by dropping by any of the Library’s four branches in Bowmanville, Courtice, Newcastle, and Orono, or by visiting the website at www.clarington-library.on.ca. Watch an eProgram, borrow physical or electronic books and other items, drop in for quiet study, stream a movie, access an eResource, contact them with a question, or follow them on social media—it all counts!

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