MGPL STATS 2021

2021 IN NUMBERS

65,806 people visited the library
65,806 compared to 46,608 in 2020

33,174 questions answered

8,766 total active library cards

5,161 computer sessions

126,538 website visits

5,169 curbside appointments

362 volunteer hours

5,169
curbside
appointments

362 volunteer hours

PROGRAMMING

334 adult & teen programs
5,483 participants

448 kids programs
18,050 participants

SOCIAL MEDIA

FACEBOOK
January 2021 = 1,990
December 2021 = 2,085
4.8% increase in page likes

TWITTER
January 2021 = 704
December 2021 = 744
5.7% increase in number of followers

INSTAGRAM
January 2021 = 926
December 2021 = 1,035
11.8% increase in number of followers

Month with biggest increase in page likes on Facebook:
September with 35 page likes

Most liked Instagram post:
Bernie Sanders inauguration meme with 112 likes

Most watched YouTube video:
5 Things You Might Not Know About Your Library Card
with 576 views and 28 likes
CHECKOUTS: 212,212 items

TOTALS BY MATERIAL TYPE

<table>
<thead>
<tr>
<th>Material Type</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Books</td>
<td>171,580</td>
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<tr>
<td>Audiobooks</td>
<td>2,297</td>
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<tr>
<td>Movies</td>
<td>23,107</td>
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<tr>
<td>Music</td>
<td>3,236</td>
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<tr>
<td>Magazines</td>
<td>4,588</td>
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<tr>
<td>Video Games</td>
<td>4,944</td>
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<tr>
<td>Library of Things</td>
<td>935</td>
</tr>
<tr>
<td>Other</td>
<td>1,525</td>
</tr>
</tbody>
</table>

BREAKDOWN BY PERCENTAGES

- Books (80.85%)
- Audiobooks (1.08%)
- Movies (10.89%)
- Music (1.52%)
- Magazines (2.16%)
- Video Games (2.33%)
- Library of Things (0.44%)
- Other (0.72%)

CHECKOUTS BY MONTH: 2021, 2020, 2019

MGPL items were checked out to other libraries

SHARING IS CARING

22,127 MGPL items were checked out to other libraries
ECONTENT CHECKOUTS: 52,009

TOTAIS BY MATERIAL TYPE

- 24,367 ebooks
- 15,684 eaudiobooks
- 8,268 movies
- 1,314 albums
- 2,376 magazines

CHECKOUTS BY MONTH: 2021, 2020, 2019

OVERDRIVE
2019 total = 18,856
2021 total = 28,995
57.8% increase
in use compared to 2019

AXIS 360
2019 total = 668
2021 total = 677
1.3% increase
in use compared to 2019

HOOPLA
2019 total = 10,428
2021 total = 15,079
44.6% increase
in use compared to 2019

KANOPY
2019 total = 2,079
2021 total = 4,882
134.8% increase
in use compared to 2019

MOST CHECKED OUT AND STREAMED TITLES OF THE YEAR

- eBook
  The Midnight Library
  by Matt Haig

- eAudiobook
  Four Winds
  by Kristin Hannah

- Movie
  Purple Noon

- Album
  Hamilton:
  An American Musical

- Magazine
  The New Yorker

eMagazine usage has increased

113% from 2019
2019 = 1,116
2021 = 2,376

11% from 2020
2020 = 2,143
2021 = 2,376
MGPL STATS 2021

CHECKOUTS BREAKDOWN BY FORMAT

Books
- Books (87.56%)
- eBooks (12.44%)

Audiobooks
- Audiobooks (12.77%)
- eAudiobooks (87.23%)

Movies
- DVDs/Blu-rays (73.65%)
- Streaming (26.35%)

Music
- CDs (71.12%)
- Streaming (28.88%)

Magazines
- Magazines (65.88%)
- eMagazines (34.12%)

TOTAL CHECKOUTS
- Books 195,947
- Audiobooks 17,981
- Movies 31,375
- Music 4,550
- Magazines 6,964
NEW THIS YEAR

Youth Services Renovation
Our long-overdue renovation of the lower level and Youth Services department finished in August, modernizing a well-loved space for the community at no additional cost to Morton Grove residents.

Additions:
- Middle School Area
- Picture Book Room
- Care Room for nursing mothers or “calm down” space
- Activity Room for programs
- New lighting, shelving, and furniture

One Book, One Village
Our inaugural community reading program featured the award-winning 2018 novel *The Great Believers* and an in-person visit with author Rebecca Makkai. Learn more: mgpl.org/onebook

Civic Engagement
Our staff created a hub for resources related to Antiracism, Disability Awareness, LGBTQ+, and other topics to encourage social awareness and advance civic engagement within the community. Learn more: mgpl.org/civics

LitLoot
We began offering this bimonthly literary subscription box service for teens and middle school kids, which includes selected books and other free goodies. Learn more: mgpl.org/events

One Minute Book Talks
This video series features quick recommendations of books our librarians love. Watch them at youtube.com/mortongrovepubliclibrary

Tomato Club
Club members followed their tomatoes from seed to sandwich with planting events in the spring, informative presentations, and helpful growing resources. Learn more: mgpl.org/tomato

The Zine Project
We started a collection of short, creative, handmade zines by and for middle-schoolers, available in the Middle School area.

COMMENTS FROM LIBRARY USERS

We were thrilled to move to Morton Grove and planned to introduce our children to the local library because of fond memories of our own libraries. We had no idea what a wonderful library we now had access to!

- Jean

I really appreciate all you do and your pleasant, patient manner with me as an older, only slightly technical person. Give yourselves virtual pats on the back and high fives. You are doing a great job and are a bright spot in our lives.

- Barb

You should be very proud of your library. I have availed myself to soooooo many wonderful things offered by your library. All who work there are just as kind as can be.

- Sharon

I have been going to the MGPL almost every week for over 25 years. I have to compliment your staff for doing such a wonderful job and improving so much over that time. I’m impressed by how many different and interesting activities you provide, especially under these ever-changing difficult COVID conditions.

- Elaine