

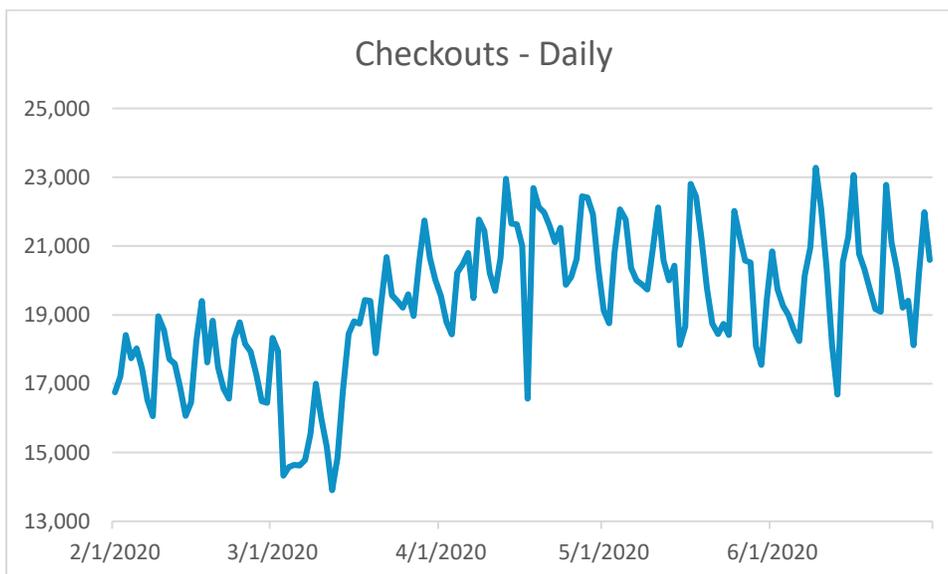
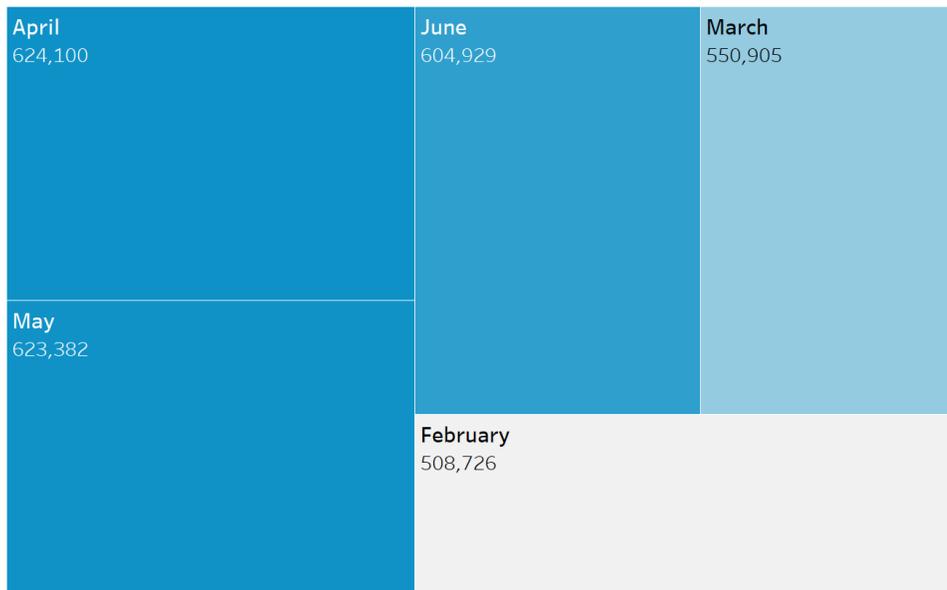


Wisconsin Public Library Consortium (WPLC) Data Usage – COVID-19 Pandemic

Please note the Y-axis has been adjusted on certain graphs to facilitate easier visualization.

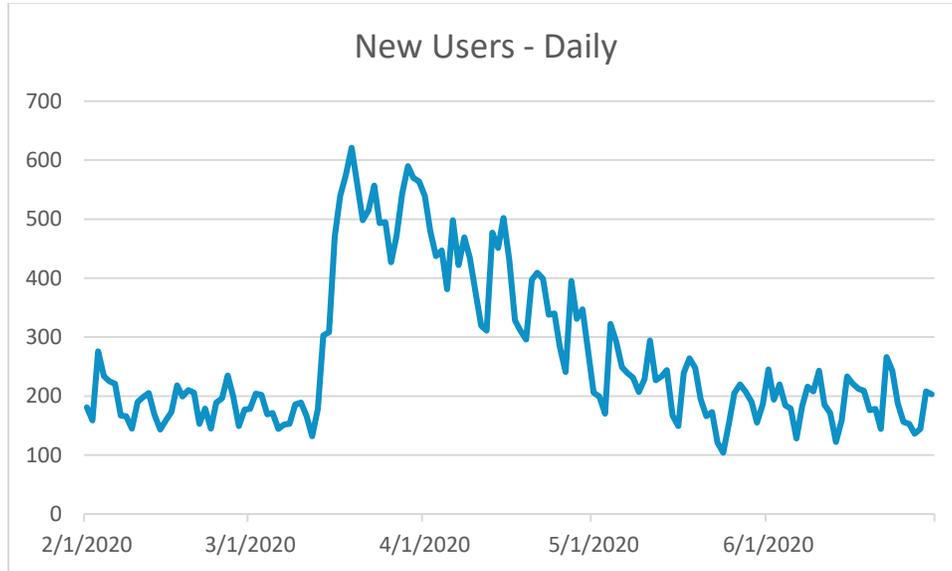
Checkouts:

Checkouts increased by 23% from February to a peak in April. While May and June checkouts are lower than April, they remain higher than before the pandemic.



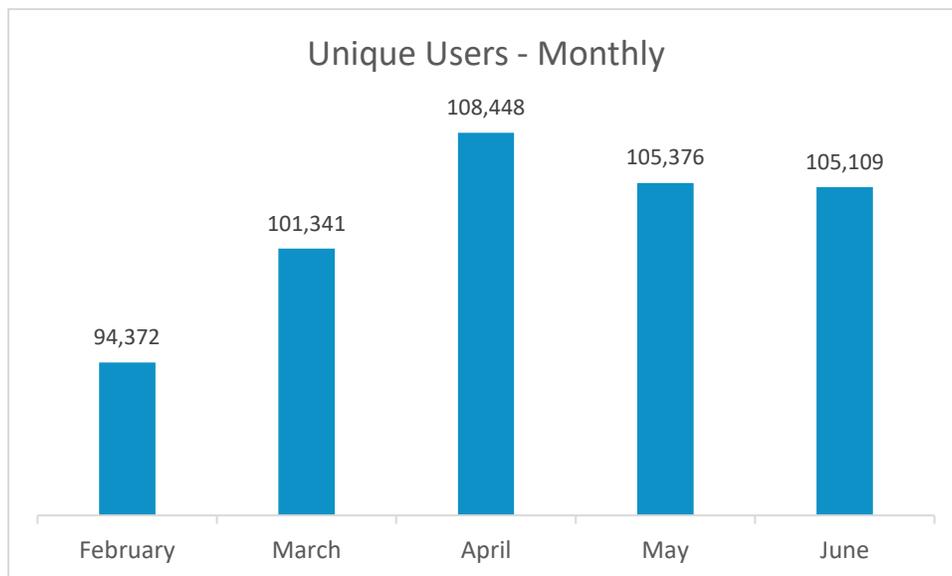
New Users:

New users in OverDrive increased significantly beginning on 3/13/2020. In February 2020, there were 5,465 new users; by comparison, April 2020 saw an increase of 113% with 11,666 new users. Since April, daily new users have tapered down to levels slightly higher than before the COVID-19 pandemic.



Unique Users:

Unique users in OverDrive increased by 15% between February and April 2020, moving from a low of 94,372 unique users to a high of 108,448. Since April, monthly unique users have decreased but remained higher than pre-COVID-19 levels.



User Activity:

User activity in OverDrive increased significantly between February and April 2020. Active user visits increased by 51% in April 2020 when compared to February 2020. Like active visits, page views peaked in April with an increase of 44% between February and April 2020. While May and June have seen decreased user activity, it has remained notably higher than pre-pandemic numbers.

