



Statistics Report

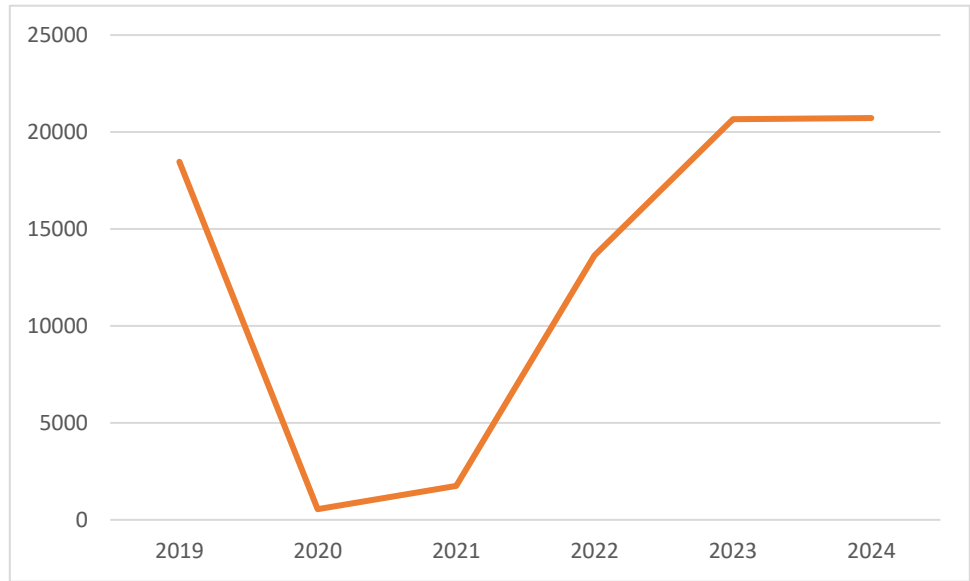
Summary of Statistics 2019-2024

	2019	2020	2021	2022	2023	2024
Total Visitors	18471	552	1756	13629	20664	20721
Public Program Participants	37	70	42	1000+	1331	1523
YouTube views	338	72	149	337	285	1312
Museum Website visits	6851	5899	3257	3452	4188	6350

Summary of Statistics 2021-2024

	2021	2022	2023	2024
School Groups	2	5	2	3
Students	49	52	49	78
Research Requests	100+	100+	125+	127
Facebook Followers	1100	1565	1688	1773
Facebook Reaches (average per month)	n/a	7191	9526	9700
Instagram Followers	629	777	857	915
Instagram Reaches (average per month)	n/a	540	2054	1977
Twitter Followers	1274	1124	n/a	n/a
YouTube Followers	n/a	n/a	8	19
Museum at Home Kits (sales)	18	30	15	4

TOTAL VISITORS



Covid-19 restrictions and building renovations account for the low visitors between 2020-2022.

March 15 2020 – Museum closed to public

April 17 2020 – Museum staff laid off

August 31 2020 – Staff Return to Work

September 2020 until September 2021 – Museum closed to public (construction)

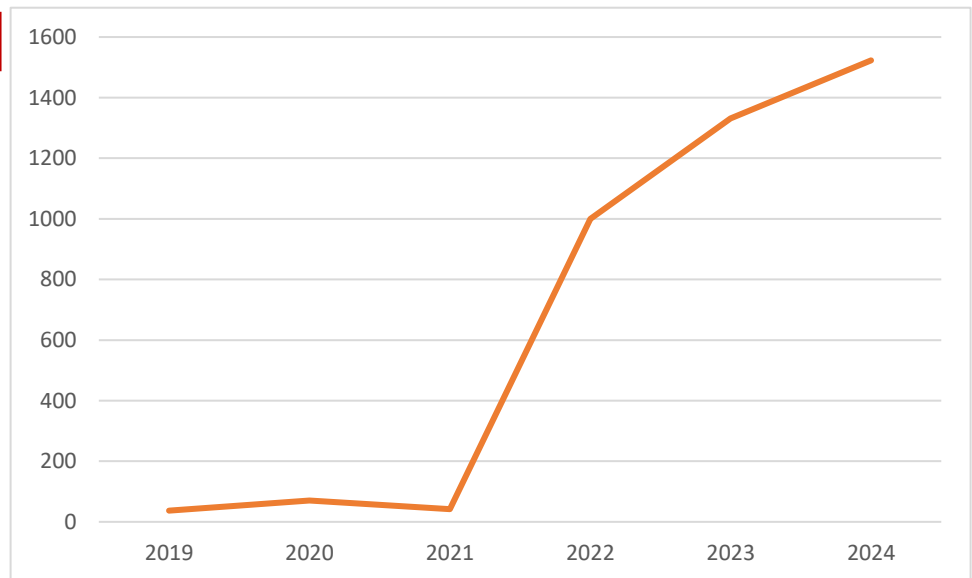
October 2021 until December 2021 – Museum open with restricted hours and visitors

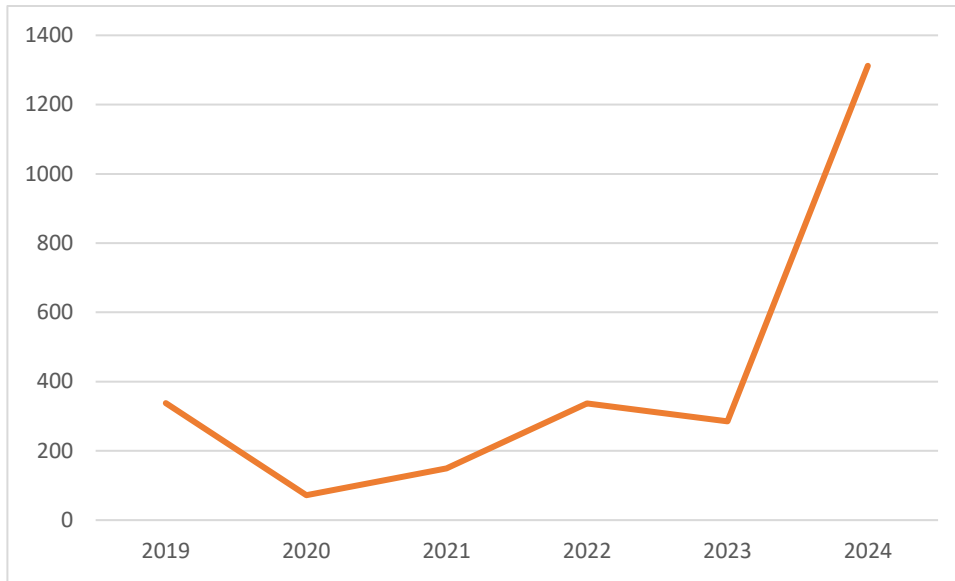
January 2022 – Museum closed to public

February 2022 - Museum open with restricted hours and visitors

March 2022 – Museum resumed normal operating hours

PUBLIC PROGRAM PARTICIPANTS





YOUTUBE VIEWS

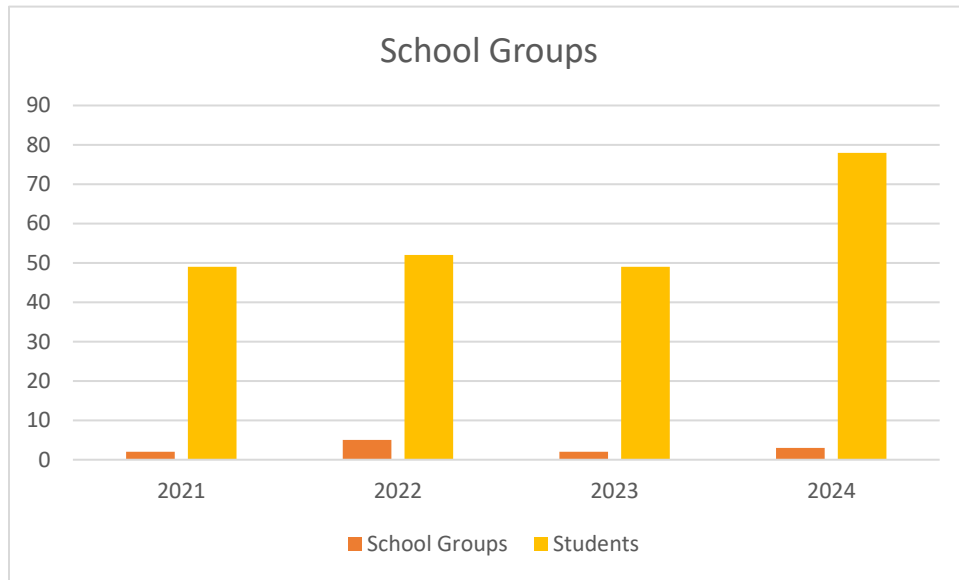
New YouTube videos 2024	views by EOY	date posted
Poppy Crochet	361	21-Feb-24
Poppy Knit	166	21-Feb-24
Mini DIY Series - Flower	37	11-Jun-24
Mini DIY Series - Loom	359	25-Jun-24
Mini DIY Series - Stamp	54	9-Jul-24
Virtual War Memorial	10	2-Nov-24

Top 3 videos	views by EOY	date posted
Poppy Crochet	361	21-Feb-24
Mini DIY Series - Loom	358	11-Jun-24
Victorian Pin-Prick Card	261	4-Dec-20

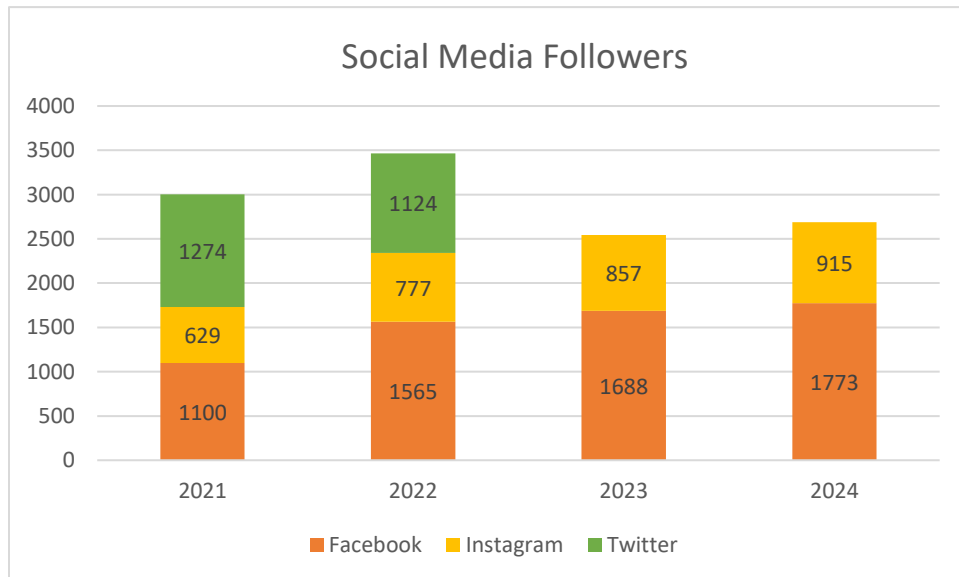
MUSEUM WEBSITE VISITS



SCHOOL GROUPS



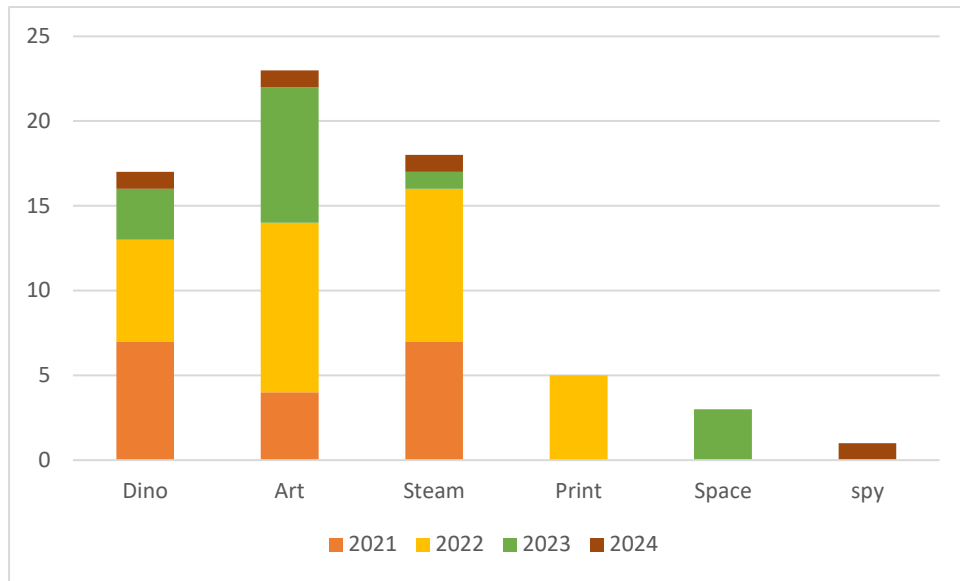
SOCIAL MEDIA FOLLOWERS



Twitter not continued in 2023 due to change in social media strategic direction in 2023.

**MUSEUM AT HOME
KITS**

	Dino	Art	Steam	Print	Space	Spy
2021	7	4	7	0	n/a	n/a
2022	6	10	9	5	n/a	n/a
2023	3	8	1	n/a	3	n/a
2024	1	1	1	n/a	0	1



Museum At Home Kits were created in 2021 as an outreach option during the closures. Originally there were four themes; Dinosaurs & Archaeology, Art Attack, STEAM, and Printing Press. At the end of 2022, staff decided to switch out the Printing theme for Space Exploration, to fit the theme of the exhibit in early 2023. In 2024, staff updated the content of the STEAM and Art bags, as well as added a new theme of Spy to fit an exhibit. All other kits continue to be updated and altered to keep new for returning patrons.