

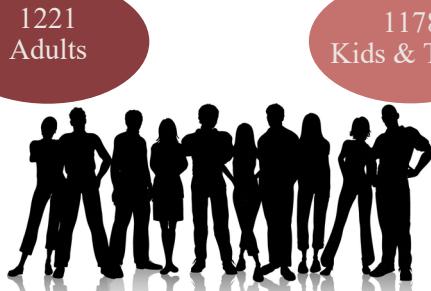


NEW LONDON Public Museum

2022 Year In Review

2399

Visitors at NLPN



1221
Adults

1178
Kids & Teens

2
Outreach
 Kits
325
Participants

6
Tours
149
Guests

8
Take &
Make Kits
305
Participants

2
On-Site
Events
123
Guests



32

New Collections
Donated

158

Collections
Records Updated
or Added



74

Birds Sponsored
since 2012 for Save
the Birds!

\$8,350.60
raised since
2012



40

Volunteer Hours

6
E-newsletters
327
Contacts
46%
Open Rate



15

Researchers

77

Research Requests



66% Women
% by age
1.8% 18-24
9.7% 25-34
13.5% 35-44
13.9% 45-54
12.4% 55-64
14.5% 65+

4,488
Likes
2,738
Followers
612
Comments
80,554
Total
Reach

34% Men
% by age
1.7% 18-24
6.4% 25-34
8.0% 35-44
6.5% 45-54
5.7% 55-64
5.9% 65+