



NEW LONDON Public Museum

2023 Year In Review

2956
Visitors at NLPM

1388
Adults

1568
Kids & Teens



10
Tours
293
Guests

10
Programs &
Take Home
Kits
310
Participants

5
On-Site
Events
256
Guests



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65% Women

% by age
1.8% 18-24
8.8% 25-34
13% 35-44
14.6% 45-54
12.3% 55-64
15.3% 65+

6,299
Likes
2,938
Followers
734
Comments
71,751
Total
Reach

34% Men

% by age
1.8% 18-24
6.1% 25-34
8.1% 35-44
7% 45-54
5.8% 55-64
6.4% 65+

30
New Collections
Donated



464
Collections
Records Updated
or Added



\$8,350.60
raised since
2012

74
Birds Sponsored
since 2012 for Save
the Birds!

167
Volunteer Hours



5
E-newsletters
370
Contacts
51%
Open Rate

13
Researchers

83
Research Requests

