



Date: May 9, 2016
To: Library Board of Trustees
From: Librarian I's
Re: 1st Quarter Statistics

Summary:

In the first quarter, the library experienced increases in circulation, entry count, website visits, computer usage, patron contacts, and programming. Decreases were seen in subscription databases and new borrowers.

Materials Use

During the first quarter 2016, circulation increased by 12% over last quarter. The majority of the increased circulations were from print books, eBooks, eAudio, and renewals. Compared to 1st quarter of 2015, circulation still witnessed an overall increase (5%). The digital collection continues to witness increases each quarter, with the eAudio collection becoming one of the fastest growing collections; eAudio circulations increased by 24% this quarter, and 28% over last year. Subscription databases decreased by 7% this quarter and is primarily due to a decreased usage of the Tumblebooks children's database.

Library Access

New borrowers decreased by 29% compared to last quarter, but this decrease is due primarily to the consolidation of library accounts from WDT student accounts that was done in November 2015. Overall, total borrowers decreased by 4% over the end of last quarter, which includes the annual deletion of long expired patrons.

Entry count to the Downtown and North libraries increased a total of 36% over last quarter and 6% over the first quarter in 2015. A similar trend was also noted for digital access through website visits, which increased even further, increasing 14% over last quarter, and 20% over the first quarter last year.

Computer usage also increased this quarter, 16% over the fourth quarter. Of note during this quarter, there was an increase in usage of the youth computers. In the Downtown children and teen area the computer use increased 55% over last quarter, and North computer usage increased 99%. Comparing the statistics from the first quarter of 2015, the youth computers increased 30% Downtown and 42% at North.

In-person patron contacts also increased this quarter. Compared to last quarter, the library saw an increase of 18% in contacts- engaging with 4,660 patrons each month this quarter. Social media contacts (Facebook, Instagram, and Pinterest) also increased by 35%, reaching 4,695 patrons per month.

Programming attendance also witnessed an increase of 35% over last quarter. Although the library hosted the same number of programs, some larger events such as numerous film events (Shaun the Sheep, David Bowie's the Labyrinth, etc.) drew in larger crowds.