

# PUEBLO CITY-COUNTY LIBRARY DISTRICT

January 2023

## Key Data

|                                          | Jan-23         | Jan-23         | YTD 2022       | YTD 2023       | YTD % Change   |
|------------------------------------------|----------------|----------------|----------------|----------------|----------------|
| <b>Circulation<sup>*1</sup></b>          | <b>143,765</b> | <b>116,282</b> | <b>143,765</b> | <b>116,282</b> | <b>-19%</b>    |
| Barkman                                  | 14,393         | 9,379          | 14,393         | 9,379          | -34.8%         |
| Giodone                                  | 5,986          | 3,915          | 5,986          | 3,915          | -34.6%         |
| Greenhorn Valley                         | 7,190          | 4,253          | 7,190          | 4,253          | -40.8%         |
| Lamb                                     | 14,065         | 11,893         | 14,065         | 11,893         | -15.4%         |
| Library @ the Y                          | 1,715          | 1,453          | 1,715          | 1,453          | -15.3%         |
| Lucero                                   | 4,979          | 2,348          | 4,979          | 2,348          | -52.8%         |
| Pueblo West                              | 21,602         | 15,918         | 21,602         | 15,918         | -26.3%         |
| Rawlings                                 | 32,723         | 23,054         | 32,723         | 23,054         | -29.5%         |
| E-Content                                | 41,111         | 44,068         | 41,111         | 44,068         | 7.2%           |
| <b>Library Visits</b>                    | <b>40,543</b>  | <b>54,366</b>  | <b>40,543</b>  | <b>54,366</b>  | <b>34.1%</b>   |
| Barkman                                  | 6,412          | 6,817          | 6,412          | 6,817          | 6.3%           |
| Giodone                                  | 3,899          | 3,757          | 3,899          | 3,757          | -3.6%          |
| Greenhorn Valley                         | 3,459          | 3,837          | 3,459          | 3,837          | 10.9%          |
| Lamb                                     | 5,599          | 5,389          | 5,599          | 5,389          | -3.8%          |
| Library @ the Y                          | 1,122          | 1,543          | 1,122          | 1,543          | 37.5%          |
| Lucero                                   | 5,297          | 9,056          | 5,297          | 9,056          | 71.0%          |
| Pueblo West                              | 7,965          | 10,459         | 7,965          | 10,459         | 31.3%          |
| Rawlings                                 | 6,790          | 13,508         | 6,790          | 13,508         | 98.9%          |
| <b>Program Attendance</b>                | <b>6,459</b>   | <b>7,345</b>   | <b>6,459</b>   | <b>7,345</b>   | <b>13.7%</b>   |
| Barkman                                  | 739            | 175            | 739            | 175            | -76.3%         |
| Giodone                                  | 715            | 595            | 715            | 595            | -16.8%         |
| Greenhorn Valley                         | 380            | 284            | 380            | 284            | -25.3%         |
| Lamb                                     | 294            | 196            | 294            | 196            | -33.3%         |
| Library @ the Y                          | 0              | 0              | 0              | 0              | 0.0%           |
| Lucero                                   | 174            | 1,282          | 174            | 1,282          | 636.8%         |
| Pueblo West                              | 1,879          | 2,808          | 1,879          | 2,808          | 49.4%          |
| Rawlings                                 | 845            | 1,083          | 845            | 1,083          | 28.2%          |
| Online                                   | 1,433          | 922            | 1,433          | 922            | -35.7%         |
| <b>Computer Use</b>                      | <b>31,498</b>  | <b>47,071</b>  | <b>31,498</b>  | <b>47,071</b>  | <b>49.4%</b>   |
| Barkman                                  | 2,474          | 5,175          | 2,474          | 5,175          | 109.2%         |
| Giodone                                  | 5,194          | 6,316          | 5,194          | 6,316          | 21.6%          |
| Greenhorn Valley                         | 4,324          | 6,668          | 4,324          | 6,668          | 54.2%          |
| Lamb                                     | 1,347          | 3,402          | 1,347          | 3,402          | 152.6%         |
| Library @ the Y                          | 837            | 1,686          | 837            | 1,686          | 101.4%         |
| Lucero                                   | 4,248          | 9,404          | 4,248          | 9,404          | 121.4%         |
| Pueblo West                              | 3,137          | 7,199          | 3,137          | 7,199          | 129.5%         |
| Rawlings                                 | 9,937          | 7,221          | 9,937          | 7,221          | -27.3%         |
| <b>Phone Calls<sup>2</sup></b>           | <b>2,745</b>   | <b>0</b>       | <b>2,745</b>   | <b>0</b>       | <b>-100.0%</b> |
| Barkman                                  | 516            | 0              | 516            | 0              | -100.0%        |
| Giodone                                  | 97             | 0              | 97             | 0              | -100.0%        |
| Greenhorn Valley                         | 49             | 0              | 49             | 0              | -100.0%        |
| Lamb                                     | 404            | 0              | 404            | 0              | -100.0%        |
| Library @ the Y                          | 117            | 0              | 117            | 0              | -100.0%        |
| Lucero                                   | 82             | 0              | 82             | 0              | -100.0%        |
| Pueblo West                              | 485            | 0              | 485            | 0              | -100.0%        |
| Rawlings                                 | 427            | 0              | 427            | 0              | -100.0%        |
| Call Center                              | 568            | 0              | 568            | 0              | -100.0%        |
| <b>Holds Filled</b>                      | <b>7,644</b>   | <b>8,072</b>   | <b>7,644</b>   | <b>8,072</b>   | <b>5.6%</b>    |
| Barkman                                  | 1,019          | 1,119          | 1,019          | 1,119          | 9.8%           |
| Giodone                                  | 492            | 1,006          | 492            | 1,006          | 104.5%         |
| Greenhorn Valley                         | 613            | 577            | 613            | 577            | -5.9%          |
| Lamb                                     | 1,362          | 1,740          | 1,362          | 1,740          | 27.8%          |
| Library @ the Y                          | 225            | 227            | 225            | 227            | 0.9%           |
| Lucero                                   | 126            | 184            | 126            | 184            | 46.0%          |
| Pueblo West                              | 1,981          | 1,748          | 1,981          | 1,748          | -11.8%         |
| Rawlings                                 | 1,826          | 1,471          | 1,826          | 1,471          | -19.4%         |
| <b>Electronic Resources</b>              | <b>25,035</b>  | <b>11,621</b>  | <b>25,035</b>  | <b>11,621</b>  | <b>-53.6%</b>  |
| <b>Meeting Rm Attendance<sup>3</sup></b> | <b>3,305</b>   | <b>2,573</b>   | <b>3,305</b>   | <b>2,573</b>   | <b>-22.1%</b>  |
| Barkman                                  | 1              | 198            | 1              | 198            | 19700.0%       |
| Giodone                                  | 250            | 37             | 250            | 37             | -85.2%         |
| Greenhorn Valley                         | 99             | 46             | 99             | 46             | -53.5%         |
| Lamb                                     | 294            | 448            | 294            | 448            | 52.4%          |
| Library @ the Y                          | 0              | 0              | 0              | 0              | N/A            |
| Lucero                                   | 96             | 127            | 96             | 127            | 32.3%          |
| Pueblo West                              | 1,495          | 1,370          | 1,495          | 1,370          | -8.4%          |
| Rawlings                                 | 1,070          | 347            | 1,070          | 347            | -67.6%         |

\* 3% added to circ numbers to account for local / in-house use as estimated from 2018 data (pre-Koha)

<sup>1</sup> Significant boost to circulation in 2022 from distribution of 30,500 KN95 and 6,700 surgical masks (not increased 3% for local use)

<sup>2</sup> Current IT Phone call data is no longer available through Phone system- insufficient data for estimation

<sup>3</sup> Meeting room use is based on estimates prior to use.

| January-2023            |                  |     |                 |       | Online Activity |             |       |           |             |       |             |           |       |         |          |          |         |
|-------------------------|------------------|-----|-----------------|-------|-----------------|-------------|-------|-----------|-------------|-------|-------------|-----------|-------|---------|----------|----------|---------|
| Branch Virtual Activity |                  |     |                 |       | Facebook        |             |       |           |             |       |             | Instagram |       | YouTube | Website  |          |         |
|                         |                  |     |                 |       | Followers       | LTT Follows | Likes | LTT Likes | Impressions | reach | video views | Followers | Reach | Views   | Sessions | Avg time | Views   |
| Branch                  | Virtual Programs | YTD | FB & YT Views 1 | YTD   |                 |             |       |           |             |       |             |           |       |         |          |          |         |
| District                | 19               | 19  | 912             | 912   | 7763,304891     |             |       |           |             |       |             | 21        |       | 36,324  | 0:06:28  | 332,182  |         |
| Barkman                 | 2                | 2   | -               | -     | 1363            |             |       |           |             |       |             |           |       |         |          |          |         |
| Giodone                 |                  | -   | -               | -     | -234            |             |       |           |             |       |             |           |       |         |          |          |         |
| GHV                     |                  | -   | -               | -     | 11,369          |             |       |           |             |       |             |           |       |         |          |          |         |
| Lamb                    | 2                | 2   | 21              | 21    | 593321          |             |       |           |             |       |             |           |       |         |          |          |         |
| Lucero                  |                  | -   | 1               | 1     | -257            |             |       |           |             |       |             | 1         |       |         |          |          |         |
| PW                      | 4                | 4   | 177             | 177   | 12878174        |             |       |           |             |       |             | 3         |       |         |          |          |         |
| RA-CR                   |                  | -   | -               | -     | 31,768-         |             |       |           |             |       |             |           |       |         |          |          |         |
| RA-RRRA                 |                  | -   | -               | -     |                 |             |       |           |             |       |             |           |       |         |          |          |         |
| RA-SCMS                 | 1                | 1   | 40              | 40    | 20              |             |       |           |             |       |             | 20        |       |         |          |          |         |
| RA-YS                   |                  | -   | -               | -     |                 |             |       |           |             |       |             |           |       |         |          |          |         |
| RA Total                | 1                | 1   | 40              | 40    | -               | -           | 3     | -         | 1,768       | -     | 20          | -         | -     | 20      |          |          |         |
|                         | 28               | 28  | 1,151           | 1,151 | -               | -           | 102   | -         | 70,874      | -     | 1,106       | -         | -     | 45      | 36,324   | 0:06:28  | 332,182 |

1 Virtual Totals may not match those reported by Branches because this report does not allocate views on District specific platforms the branches