

# PUEBLO CITY-COUNTY LIBRARY DISTRICT

**Aug-23**

**Key Data**

|                                | Aug-22         | Aug-23         | YTD 2022         | YTD 2023       | YTD %<br>Change |
|--------------------------------|----------------|----------------|------------------|----------------|-----------------|
| <b>Circulation*</b>            | <b>154,010</b> | <b>123,830</b> | <b>1,015,191</b> | <b>949,043</b> | <b>-6.5%</b>    |
| Barkman                        | 16,451         | 4,169          | 102,537          | 67,160         | -34.5%          |
| Giodone                        | 7,656          | 4,358          | 43,632           | 32,154         | -26.3%          |
| Greenhorn Valley               | 5,754          | 5,514          | 43,554           | 37,192         | -14.6%          |
| Lamb                           | 21,920         | 11,788         | 126,507          | 91,038         | -28.0%          |
| Library @ the Y                | 2,233          | 1,497          | 13,653           | 11,666         | -14.6%          |
| Lucero                         | 6,932          | 3,899          | 38,779           | 27,223         | -29.8%          |
| Pueblo West                    | 29,093         | 18,717         | 177,215          | 138,248        | -22.0%          |
| Rawlings*                      | 24,651         | 31,851         | 166,613          | 218,967        | 31.4%           |
| E-Content                      | 39,319         | 42,038         | 302,701          | 325,397        | 7.5%            |
| <b>Library Visits</b>          | <b>57,867</b>  | <b>56,709</b>  | <b>401,731</b>   | <b>454,239</b> | <b>13.1%</b>    |
| Barkman                        | 8,794          | 895            | 63,048           | 54,996         | -12.8%          |
| Giodone                        | 4,664          | 4,503          | 36,360           | 33,365         | -8.2%           |
| Greenhorn Valley               | 4,131          | 4,622          | 32,210           | 33,929         | 5.3%            |
| Lamb                           | 8,109          | 6,535          | 54,276           | 46,229         | -14.8%          |
| Library @ the Y                | 1,656          | 2,131          | 13,354           | 14,973         | 12.1%           |
| Lucero                         | 8,069          | 9,629          | 58,369           | 65,295         | 11.9%           |
| Pueblo West                    | 13,032         | 12,212         | 85,484           | 90,521         | 5.9%            |
| Rawlings                       | 9,412          | 16,182         | 58,630           | 114,931        | 96.0%           |
| <b>Program Attendance</b>      | <b>11,394</b>  | <b>11,219</b>  | <b>73,781</b>    | <b>95,327</b>  | <b>29.2%</b>    |
| Barkman                        | 462            | 64             | 3,692            | 3,179          | -95.7%          |
| Giodone                        | 462            | 1,189          | 8,963            | 9,237          | 150.2%          |
| Greenhorn Valley               | 914            | 982            | 5,501            | 4,674          | -47.9%          |
| Lamb                           | 2,226          | 1,244          | 7,901            | 5,710          | 3.8%            |
| Library @ the Y                | 862            | 0              | 109              | 934            | -88.2%          |
| Lucero                         | 47             | 610            | 10,481           | 13,419         | 12211.0%        |
| Pueblo West                    | 1,855          | 2,799          | 18,991           | 27,582         | 163.2%          |
| Rawlings                       | 2,082          | 2,583          | 18,143           | 18,388         | -3.2%           |
| Online ***                     | 2,484          | 1,748          | 22,783           | 12,204         | -32.7%          |
| <b>Computer Use</b>            | <b>21,947</b>  | <b>69,194</b>  | <b>399,279</b>   | <b>354,385</b> | <b>-11.2%</b>   |
| Barkman                        | 3,706          | 86             | 42,372           | 40,994         | -3.3%           |
| Giodone                        | 2,006          | 7,107          | 57,430           | 38,700         | -32.6%          |
| Greenhorn Valley               | 1,571          | 8,589          | 40,372           | 48,389         | 19.9%           |
| Lamb                           | 2,739          | 7,985          | 26,515           | 32,655         | 23.2%           |
| Library @ the Y                | 468            | 3,380          | 9,758            | 15,825         | 62.2%           |
| Lucero                         | 2,707          | 18,746         | 59,560           | 81,025         | 36.0%           |
| Pueblo West                    | 2,707          | 16,923         | 41,795           | 64,607         | 54.6%           |
| Rawlings                       | 6,043          | 6,378          | 121,477          | 32,190         | -73.5%          |
| <b>Phone Calls<sup>1</sup></b> | <b>0</b>       | <b>0</b>       | <b>9,470</b>     | <b>8,072</b>   | <b>-14.8%</b>   |
| Barkman                        | 0              | 0              | 1,019            | 1,119          | 9.8%            |
| Giodone                        | 0              | 0              | 492              | 1,006          | 104.5%          |
| Greenhorn Valley               | 0              | 0              | 613              | 577            | -5.9%           |
| Lamb                           | 0              | 0              | 1,362            | 1,740          | 27.8%           |
| Library @ the Y                | 0              | 0              | 225              | 227            | 0.9%            |
| Lucero                         | 0              | 0              | 126              | 184            | 46.0%           |
| Pueblo West                    | 0              | 0              | 1,981            | 1,748          | -11.8%          |
| Rawlings                       | 0              | 0              | 1,826            | 1,471          | -19.4%          |
| Call Center                    | 0              | 0              | 1,826            | 0              | -100.0%         |
| <b>Holds Filled</b>            | <b>7,166</b>   | <b>6,813</b>   | <b>74,489</b>    | <b>56,184</b>  | <b>-24.6%</b>   |
| Barkman                        | 0              | 47             | 9,574            | 6,670          | -30.3%          |
| Giodone                        | 1,265          | 590            | 5,131            | 5,503          | 7.3%            |
| Greenhorn Valley               | 774            | 648            | 5,131            | 4,465          | -13.0%          |
| Lamb                           | 676            | 1,150          | 12,265           | 10,966         | -10.6%          |
| Library @ the Y                | 1,782          | 225            | 12,265           | 1,798          | -85.3%          |
| Lucero                         | 310            | 372            | 1,117            | 1,355          | 21.3%           |
| Pueblo West                    | 137            | 1,858          | 15,739           | 13,313         | -15.4%          |
| Rawlings                       | 2,222          | 1,923          | 13,267           | 12,114         | -8.7%           |
| <b>Electronic Resources</b>    | <b>16,325</b>  | <b>11,673</b>  | <b>164,276</b>   | <b>99,855</b>  | <b>-39.2%</b>   |
| <b>Meeting Rm Attendance</b>   | <b>2,575</b>   | <b>7,263</b>   | <b>22,243</b>    | <b>52,311</b>  | <b>135.2%</b>   |
| Barkman                        | 214            | 9              | 1,512            | 2,733          | 80.8%           |
| Giodone                        | 114            | 302            | 1,047            | 2,698          | 157.7%          |
| Greenhorn Valley               | 127            | 242            | 994              | 1,528          | 53.7%           |
| Lamb                           | 362            | 642            | 3,057            | 4,767          | 55.9%           |
| Library @ the Y                | 0              | 0              | 0                | 0              | N/A             |
| Lucero                         | 165            | 393            | 1,331            | 3,036          | 128.1%          |
| Pueblo West                    | 1,480          | 1,858          | 10,999           | 17,104         | 55.5%           |
| Rawlings                       | 113            | 3,817          | 3,303            | 20,445         | 519.0%          |

<sup>1</sup> Phone Data not available. (software licensing issue)

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

\*\*\* See online activity breakdown in the Online Activity Addendum

| August-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 | views | YTD    |                      |             |       |           |             |         |             |           |       |              | google - audience - overview |          |           |
|                         |                  |     |       |        |                      |             |       |           |             |         |             |           |       |              |                              |          |           |
| District                | 1                | 80  | 1,733 | 19,027 | 43839,24225,6601,724 |             |       |           |             |         |             | 9         |       | 30,04347,911 |                              |          |           |
| Barkman                 | 1                | 11  | 4     | 41     |                      |             |       |           |             |         |             | 4         |       |              |                              |          |           |
| Giodone                 |                  | 9   | 229   | 548    | 421,2271,213131      |             |       |           |             |         |             | 98        |       |              |                              |          |           |
| GHV                     |                  | 3   | -     | 29     | 121,9181,494-        |             |       |           |             |         |             |           |       |              |                              |          |           |
| Lamb                    | 2                | 15  | 78    | 258    | 521,5101,37474       |             |       |           |             |         |             | 4         |       |              |                              |          |           |
| Lucero                  |                  | 4   | -     | 63     | 50676630-            |             |       |           |             |         |             |           |       |              |                              |          |           |
| PW                      |                  | 30  | -     | 946    | 584,8754,714-        |             |       |           |             |         |             |           |       |              |                              |          |           |
| RA-CR                   | 1                | 21  | 181   | 1,865  | 423,9813,658165      |             |       |           |             |         |             | 16        |       | RA FB165     |                              |          |           |
| RA-RRR                  |                  | 23  | -     | -      |                      |             |       |           |             |         |             |           |       | Dept Total-  |                              |          |           |
| RA-SCMS                 | 1                | -   | -     | 40     |                      |             |       |           |             |         |             |           |       | Net RA-CR165 |                              |          |           |
| RA-YS                   | -                | -   | -     | -      |                      |             |       |           |             |         |             |           |       |              |                              |          |           |
| RA Total                | 1                | 45  | 181   | 1,905  | -                    | -           | 42    | -         | 3,981       | 3,658   | 165         | -         | -     | 16           |                              |          |           |
|                         | 5                | 197 | 2,225 | 22,817 | -                    | -           | 5,136 | -         | 423,430     | 278,425 | 21,677      | -         | -     | 1,140        | 233,074                      | 0:03:42  | 1,167,945 |