

PUEBLO CITY-COUNTY LIBRARY DISTRICT

Mar-22 Key Data

	Mar-21	Mar-22	YTD 2021	YTD 2022	YTD % Change
Circulation*	107,692	107,187	283,291	367,443	29.7%
Barkman	7,826	9,381	19,496	35,529	82.2%
Giodone	4,188	3,991	10,874	14,209	30.7%
Greenhorn Valley	4,312	4,938	10,123	16,691	64.9%
Lamb	9,421	12,703	22,168	38,382	73.1%
Library @ the Y	1,143	1,302	2,848	4,407	54.7%
Lucero	1,691	3,133	3,681	11,995	225.9%
Pueblo West	16,144	17,054	41,855	56,789	35.7%
Rawlings	23,008	17,521	54,697	74,217	35.7%
E-Content	39,958	37,163	117,550	115,224	-2.0%
Library Visits¹	34,816	54,671	81,336	141,086	73.5%
Barkman	5,556	8,213	12,232	21,859	78.7%
Giodone	2,977	9,287	6,563	21,478	227.3%
Greenhorn Valley	3,072	3,675	8,539	10,167	19.1%
Lamb	3,619	6,611	12,630	18,189	44.0%
Library @ the Y	503	1,747	1,186	3,886	227.7%
Lucero	3,718	7,484	8,217	18,570	126.0%
Pueblo West	5,697	10,491	11,931	26,995	126.3%
Rawlings	9,674	7,163	20,038	19,942	-0.5%
Program Attendance	11,994	9,582	31,258	29,087	-6.9%
Barkman	145	88	415	904	117.8%
Giodone	125	787	237	2,371	900.4%
Greenhorn Valley	237	306	392	1,008	157.1%
Lamb	690	381	1,080	955	-11.6%
Library @ the Y	0	0	0	0	0.0%
Lucero	264	1,413	1,219	2,593	112.7%
Pueblo West	751	2,081	1,487	5,503	270.1%
Rawlings	1,809	1,047	2,509	2,868	14.3%
Online	7,973	3,479	23,919	12,885	-46.1%
Computer Use	125,888	56,367	228,163	151,232	-33.7%
Barkman	9,337	5,489	18,493	13,510	-26.9%
Giodone	20,626	7,707	30,771	24,145	-21.5%
Greenhorn Valley	8,068	5,232	17,963	16,145	-10.1%
Lamb	5,966	3,139	11,654	7,723	-33.7%
Library @ the Y	2,731	1,419	4,572	3,822	-16.4%
Lucero	17,080	9,087	25,665	21,824	-15.0%
Pueblo West	12,948	6,317	27,663	15,659	-43.4%
Rawlings	49,132	17,977	91,382	48,404	-47.0%
Phone Calls	2,839	2,309	12,442	7,766	-37.6%
Barkman	540	485	2,478	1,486	-40.0%
Giodone	65	59	302	215	-28.8%
Greenhorn Valley	48	27	216	103	-52.3%
Lamb	353	335	1,883	1,074	-43.0%
Library @ the Y	128	86	456	289	-36.6%
Lucero	51	84	267	653	144.6%
Pueblo West	494	402	2,613	1,289	-50.7%
Rawlings	660	357	2,449	1,141	-53.4%
Call Center	500	474	1,778	1,516	-14.7%
Holds Filled	10,207	8,120	28,986	22,305	-23.0%
Barkman	1,397	1,077	3,804	3,105	-18.4%
Giodone	732	484	1,985	1,317	-33.7%
Greenhorn Valley	853	559	2,148	1,657	-22.9%
Lamb	1,430	1,654	4,302	4,059	-5.6%
Library @ the Y	336	331	937	755	-19.4%
Lucero	150	162	376	418	11.2%
Pueblo West	2,403	2,050	7,407	5,830	-21.3%
Rawlings	2,906	1,803	8,027	5,164	-35.7%
Electronic Resources	21,386	22,731	49,537	72,421	46.2%
Meeting Rm Attendance	76	2,575	76	8,455	11025.0%
Barkman	0	0	0	282	N/A
Giodone	0	87	0	495	N/A
Greenhorn Valley	5	0	5	224	4380.0%
Lamb	0	416	0	1,048	N/A
Library @ the Y	0	0	0	0	N/A
Lucero	0	257	0	473	N/A
Pueblo West	70	1,449	70	4,229	5941.4%
Rawlings	1	366	1	1,704	170300.0%

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

¹ Librarian Curbside activity is deducted from visit counts to avoid inflating visits.

² Significant boost to circulation from distribution of Covid test kits, KN95 and surgical masks (not increased 3% for local use) - (Jan/Feb only)

March-2022					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		26	3,479	7,550	12	9,276	9	9,123	46,365	23,909	2,978			501	34,130	0:02:34	414,692
Barkman		-	15	38	6	503	5	484	207	112	8			7			
Giodone	27	49	8	56	7	496	7	486	374	164	8						
GHV		-	11	140	7	630	7	595	2,529	1,809	11						
Lamb	2	7	78	236	8	515	8	491	1,474	708	78						
Lucero	1	6	35	314	(1)	483	-	433	544	247	35						
PW	5	13	69	237	11	988	12	962	1,595	899	66			3		RA FB	458
RA-CR (incl District)	15	39	134	503	10	1,588	10	1,465	5,464	3,427	99			35		Dept Total	(359)
RA-RRA	3	7	176	356							176					Net RA-CR	99
RA-SCMS	2	3	50	94							50						
RA-YS	8	18	133	302							133						
RA Total	28	67	493	1,255	10	1,588	10	1,465	5,464	3,427	458	-	-	35			
	63	168	4,188	9,826	298	44,728	282	43,295	170,142	99,760	9,060	-	-	766	103,518	0:02:23	1,199,454