

PUEBLO CITY-COUNTY LIBRARY DISTRICT

August 2021

Key Data

	Aug-20	Aug 2021	YTD 2020	YTD 2021	YTD % Change
Circulation*	99,961	147,257	796,503	950,846	19.4%
Barkman	8,135	12,472	66,688	74,504	11.7%
Giodone	3,407	6,022	24,025	37,016	54.1%
Greenhorn Valley	3,248	5,529	23,595	36,096	53.0%
Lamb	8,786	15,419	71,358	85,717	20.1%
Library @ the Y	612	1,972	6,803	10,571	55.4%
Lucero	2,341	3,574	25,142	18,621	-25.9%
Pueblo West	16,802	26,102	107,578	156,074	45.1%
Rawlings*	23,031	37,456	213,339	217,972	2.2%
E-Content	33,599	38,709	257,976	314,275	21.8%
Library Visits 1	28,586	59,095	311,725	338,620	8.6%
Barkman	6,009	7,595	42,334	46,210	9.2%
Giodone	3,044	7,158	23,483	48,876	108.1%
Greenhorn Valley	2,959	4,647	22,281	28,632	28.5%
Lamb	3,032	6,164	30,398	37,225	22.5%
Library @ the Y	142	1,213	6,666	5,512	-17.3%
Lucero	4,575	6,257	39,465	31,823	-19.4%
Pueblo West	3,698	11,065	56,822	55,470	-2.4%
Rawlings	5,127	14,996	90,276	84,872	-6.0%
Program Attendance **	32,917	10,304	468,178	92,040	-80.3%
Barkman	145	400	4,337	3,305	-23.8%
Giodone	59	733	4,980	3,529	-29.1%
Greenhorn Valley	104	274	1,371	2,130	55.4%
Lamb	370	482	4,561	6,150	34.8%
Library @ the Y	7	0	1,798	0	-100.0%
Lucero	110	0	5,058	5,652	11.7%
Pueblo West	414	2,320	18,477	9,262	-49.9%
Rawlings	1,188	1,030	17,116	6,038	-64.7%
Online ***	30,520	5,065	410,480	55,974	-86.4%
Computer Use	83,521	145,236	949,847	907,182	-4.5%
Barkman	6,680	11,929	62,160	70,502	13.4%
Giodone	11,152	22,819	126,186	135,906	7.7%
Greenhorn Valley	6,538	13,244	105,842	74,521	-29.6%
Lamb	3,704	7,249	45,069	43,198	-4.2%
Library @ the Y	1,661	2,355	22,329	16,172	-27.6%
Lucero	13,353	20,378	129,750	115,412	-11.1%
Pueblo West	10,503	16,565	105,160	102,880	-2.2%
Rawlings	29,930	50,697	353,351	348,591	-1.3%
Phone Calls	4,928	2,464	33,984	23,423	-31.1%
Barkman	1,139	486	7,541	4,587	-39.2%
Giodone	142	40	898	523	-41.8%
Greenhorn Valley	82	36	721	390	-45.9%
Lamb	1,125	245	6,717	3,148	-53.1%
Library @ the Y	413	149	1,930	1,050	-45.6%
Lucero	73	84	660	560	-15.2%
Pueblo West	418	395	4,159	4,294	3.2%
Rawlings	810	481	5,685	4,771	-16.1%
Call Center	726	548	5,673	4,100	-27.7%
Holds Filled	9,154	8,887	66,673	73,828	10.7%
Barkman	1,220	1,234	10,151	9,884	-2.6%
Giodone	447	582	3,164	4,867	53.8%
Greenhorn Valley	380	713	3,345	5,696	70.3%
Lamb	1,451	1,566	10,414	11,905	14.3%
Library @ the Y	125	268	1,263	2,280	80.5%
Lucero	208	214	1,511	1,363	-9.8%
Pueblo West	2,761	2,395	16,921	18,731	10.7%
Rawlings	2,562	1,915	19,904	19,102	-4.0%
Electronic Resources	13,720	15,063	129,557	153,916	18.8%
Meeting Rm Attendance	0	3,171	42,324	13,958	-67.0%
Barkman	0	60	2,495	776	-68.9%
Giodone	0	64	2,576	317	-87.7%
Greenhorn Valley	0	465	1,748	654	-62.6%
Lamb	0	193	2,888	771	-73.3%
Library @ the Y	0	0	307	0	-100.0%
Lucero	0	95	2,888	1,176	-59.3%
Pueblo West	0	1,072	13,670	3,569	-73.9%
Rawlings	0	1,222	15,752	6,695	-57.5%

1 .Rawlings gate counters off due to construction. Visits are based on an estimate of 40% circulation

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

** Program attendance includes reported virtual attendance at "live" presentations recorded in Communico

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

August-2021					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	20			63,878	(1)	9,234	(5)	9,130	40,486	27,035	1,780		186	39,152	0:02:34	463,211	
Barkman	11	121		89	5	456	5	440	656	331	40						
Giodone	-	46		890	16	456	16	448	484	312	12						
GHV	-	33		3,832	7	574	5	542	874	375	13						
Lamb	-	89		4,045	11	487	11	467	2,726	1,580	60						
Lucero	34	205		3,113	5	467	3	424	5,764	3,738	306		5				
PW	4	71		1,201	5	934	4	915	5,609	3,123	70		1				
RA-CR	-	238		7,783	14	1,497	10	1,391	11,820	5,994	217		40		RA FB	612	
RA-RRA	16	117		3,417							105				Dept Total	(395)	
RA-SCMS	3	52		3,629							290				Net RA-CR	217	
RA-YS	1	109		1,655													
RA Total	20	516		16,484	14	1,497	10	1,391	11,820	5,994	612	-	-	40			
	89	1,342	-	94,953	612	112,170	499	109,636	888,855	540,742	85,578	-	-	12,500	399,241	0:02:37	5,400,517