

PUEBLO CITY-COUNTY LIBRARY DISTRICT

December 2021

Key Data

	Dec-20	Dec-21	YTD 2020	YTD 2021	YTD % Change
Circulation* ®	79,489	116,526	1,166,864	1,451,042	24.4%
Barkman	5,512	10,588	98,802	119,586	21.0%
Giodone	3,316	6,908	39,328	66,234	68.4%
Greenhorn Valley	2,201	4,417	36,063	54,922	52.3%
Lamb	6,221	13,264	105,119	140,677	33.8%
Library @ the Y	616	1,336	9,519	16,190	70.1%
Lucero	1,002	2,074	32,826	28,046	-14.6%
Pueblo West	11,103	18,262	167,453	236,040	41.0%
Rawlings **	13,971	22,283	292,730	320,991	9.7%
E-Content	35,547	37,393	385,024	468,356	21.6%
Library Visits **	0	39,335	411,043	491,472	19.6%
Barkman	0	5,578	57,217	71,968	25.8%
Giodone	0	3,422	31,666	38,907	22.9%
Greenhorn Valley	0	3,521	27,677	43,634	57.7%
Lamb	0	4,355	40,715	57,189	40.5%
Library @ the Y	0	814	7,537	9,343	24.0%
Lucero	0	5,464	48,922	57,662	17.9%
Pueblo West	0	7,284	69,557	87,156	25.3%
Rawlings	0	8,897	127,752	125,613	-1.7%
Program Attendance ***	27,681	9,630	94,807	136,475	44.0%
Barkman	91	287	5,172	6,524	26.1%
Giodone	213	488	5,561	5,832	4.9%
Greenhorn Valley	122	297	1,991	3,714	86.5%
Lamb	554	161	6,601	7,856	19.0%
Library @ the Y	0	0	2,006	0	-100.0%
Lucero	578	56	6,610	7,703	16.5%
Pueblo West	1,525	1,258	22,970	15,511	-32.5%
Rawlings	4,223	1,772	23,521	12,363	-47.4%
Online	20,375	5,311	20,375	76,972	277.8%
Computer Use	73,698	38,611	1,337,110	1,258,894	-5.8%
Barkman	6,594	4,410	93,544	105,080	12.3%
Giodone	7,147	6,960	166,958	193,378	15.8%
Greenhorn Valley	8,955	3,381	141,439	107,467	-24.0%
Lamb	3,757	2,400	62,592	60,337	-3.6%
Library @ the Y	1,236	798	28,085	29,834	6.2%
Lucero	4,032	4,781	190,161	162,715	-14.4%
Pueblo West	10,435	4,318	156,337	139,298	-10.9%
Rawlings	31,542	11,563	497,994	460,785	-7.5%
Phone Calls	8,729	1,976	55,126	31,986	-42.0%
Barkman	1,693	394	11,648	6,402	-45.0%
Giodone	233	45	1,427	709	-50.3%
Greenhorn Valley	171	34	1,065	527	-50.5%
Lamb	1,377	292	10,047	4,379	-56.4%
Library @ the Y	353	89	3,223	1,453	-54.9%
Lucero	187	85	1,122	876	-21.9%
Pueblo West	2,349	411	9,098	5,792	-36.3%
Rawlings	1,665	277	9,424	6,032	-36.0%
Call Center	701	349	8,072	5,816	-27.9%
Holds Filled	11,754	7,197	105,389	103,910	-1.4%
Barkman	1,566	997	15,433	14,050	-9.0%
Giodone	757	543	5,626	7,284	29.5%
Greenhorn Valley	540	441	5,436	7,819	43.8%
Lamb	1,871	1,243	16,431	17,076	3.9%
Library @ the Y	337	305	2,247	3,367	49.8%
Lucero	123	128	2,071	1,952	-5.7%
Pueblo West	3,153	1,865	27,146	26,608	-2.0%
Rawlings	3,407	1,675	30,999	25,754	-16.9%
Electronic Resources	11,114	20,203	183,170	212,679	16.1%
Meeting Rm Attendance	0	2,575	42,324	23,967	-43.4%
Barkman	0	0	2,495	776	-68.9%
Giodone	0	199	2,576	970	-62.3%
Greenhorn Valley	0	141	1,748	890	-49.1%
Lamb	0	191	2,888	1,474	-49.0%
Library @ the Y	0	0	307	0	-100.0%
Lucero	0	112	2,888	1,519	-47.4%
Pueblo West	0	1,374	13,670	8,337	-39.0%
Rawlings	0	558	15,752	10,001	-36.5%

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

** Rawlings Visits estimated due to gate counters being down due to construction
(40% of unadjusted circulation)

® Rawlings Circ raised by 18,357 to account for books given away for reading pays (3,384) and
All Pueblo Reads (14,973) not recorded in Sept/Oct.

*** Program attendance adjust upwards to account for unrecorded attendance at Vaccination clinics (sept-Dec)

Corrected all Giodone gate counts for 2021 - They had been doubled due to error in formula on summary sheet. Final result is a 50% reduction in Giodone visits and 7.3% total district visits. Error started Jan 2021 and did not affect previous years.

December-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													
District			2,584		(3)	9,240	(2)	9,104	43,535	27,786	2,580			4	27,570	0:02:16	308,421
Barkman		124	14	10,149	5	472	5	452	713	330	14						
Giodone		46	14	905	7	480	7	471	316	229	14						
GHV		33	39	3,851	4	596	5	561	1,349	907	39						
Lamb	2	94	93	4,182	1	496	1	475	1,203	712	91			2			
Lucero	3	227	175	3,747	2	481	2	431	3,072	1,027	173			2			
PW	5	86	75	1,371	2	943	1	918	1,707	1,001	72			3			
RA-CR	10	276	302	10,481	4	1,508	3	1,392	6,372	3,580	302					RA FB	523
RA-RRRA	3	131	161	4,217												Dept Total	(221)
RA-SCMS		56	-	4,111												Net RA-CR	302
RA-YS	4	120	60	1,865													
RA Total	17	583		19,844	4	1,508	3	1,392	6,372	3,580	523	-	-	-			
	27	1,500	3,517	116,322	714	168,954	578	164,826	1,115,930	679,056	103,053	-	-	13,269	522,069	0:02:31	5,084,640