

Pottsville Area Library

Usage Trends 2007-2014

and

Comparisons 2012-2013-2014

Pottsville Area Public Library

Items Checked by Month and Year

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2007	571	413	397	416	401	811	655	519	357	462	362	367	5731
2008	415	409	274	365	270	681	438	548	387	394	298	293	4772
2009	407	337	326	371	415	597	469	339	357	478	439	462	4997
2010	445	379	458	353	413	593	602	423	389	454	317	421	5247
2011	332	378	440	298	358	617	417	436	291	242	210	192	4211
2012	289	304	305	221	267	434	623	313	323	333	311	226	3949
2013	354	292	302	310	336	369	407	417	312	363	335	331	4128
2014	425	351	379	405	473	919	866	640	221	474	349	373	5875

% change on prior year

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2007													
2008	-27.3	-1.0	-31.0	-12.3	-32.7	-16.0	-33.1	5.6	8.4	-14.7	-17.7	-20.2	-16.7
2009	-1.9	-17.6	19.0	1.6	53.7	-12.3	7.1	-38.1	-7.8	21.3	47.3	57.7	4.7
2010	9.3	12.5	40.5	-4.9	-0.5	-0.7	28.4	24.8	9.0	-5.0	-27.8	-8.9	5.0
2011	-25.4	-0.3	-3.9	-15.6	-13.3	4.0	-30.7	3.1	-25.2	-46.7	-33.8	-54.4	-19.7
2012	-13.0	-19.6	-30.7	-25.8	-25.4	-29.7	49.4	-28.2	11.0	37.6	48.1	17.7	-6.2
2013	22.5	-3.9	-1.0	40.3	25.8	-15.0	-34.7	33.2	-3.4	9.0	7.7	46.5	4.5
2014	20.1	20.2	25.5	30.6	40.8	149.1	112.8	53.5	-29.2	30.6	4.2	12.7	42.3

Chart 1

**Pottsboro Area Public Library
Items Checked by Month and Year
2007-2014**

Items checked: from a severe low at the end of 2011, a consistent increase in items checked has occurred, clearly documenting the library's revitalization

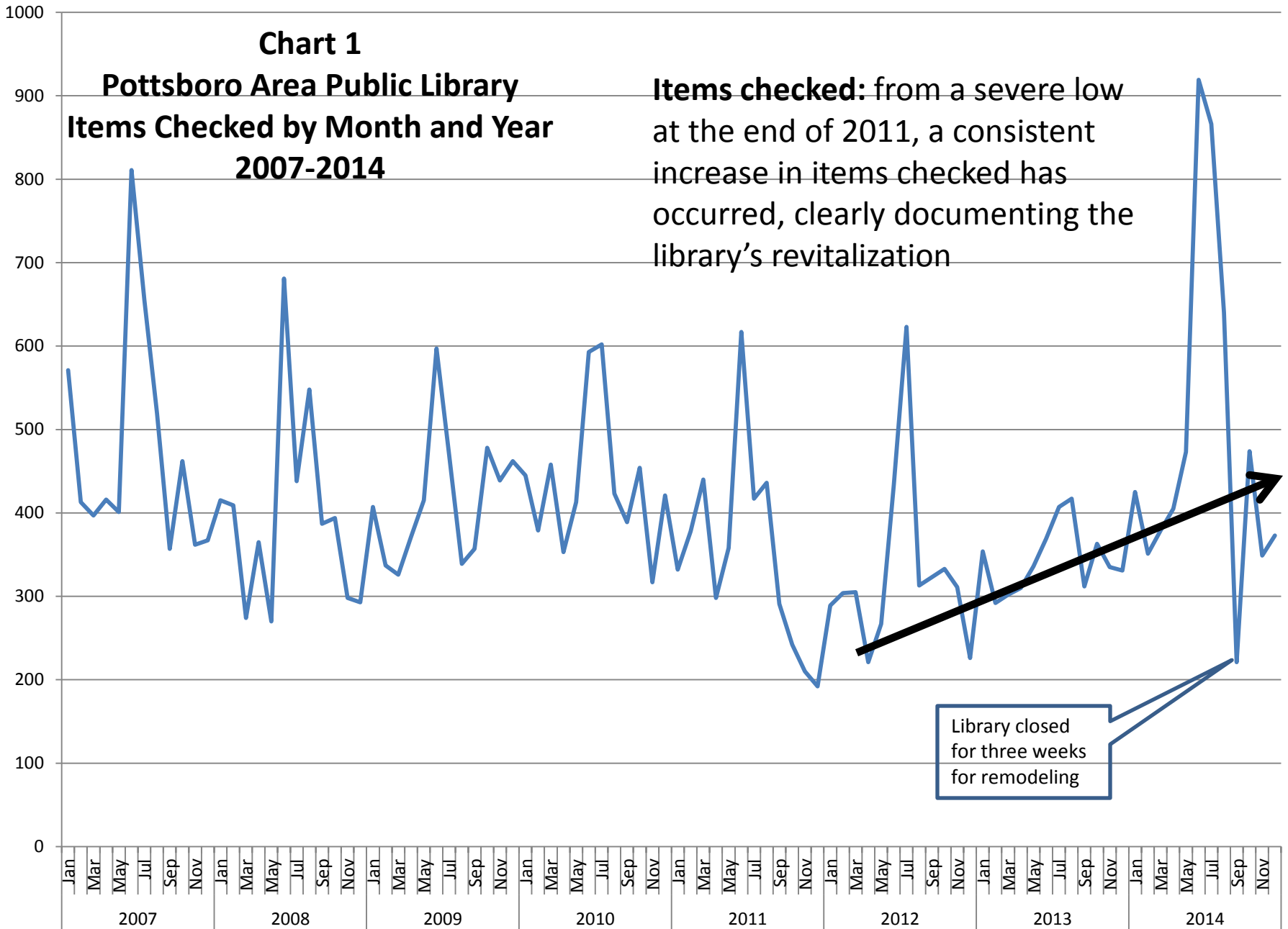
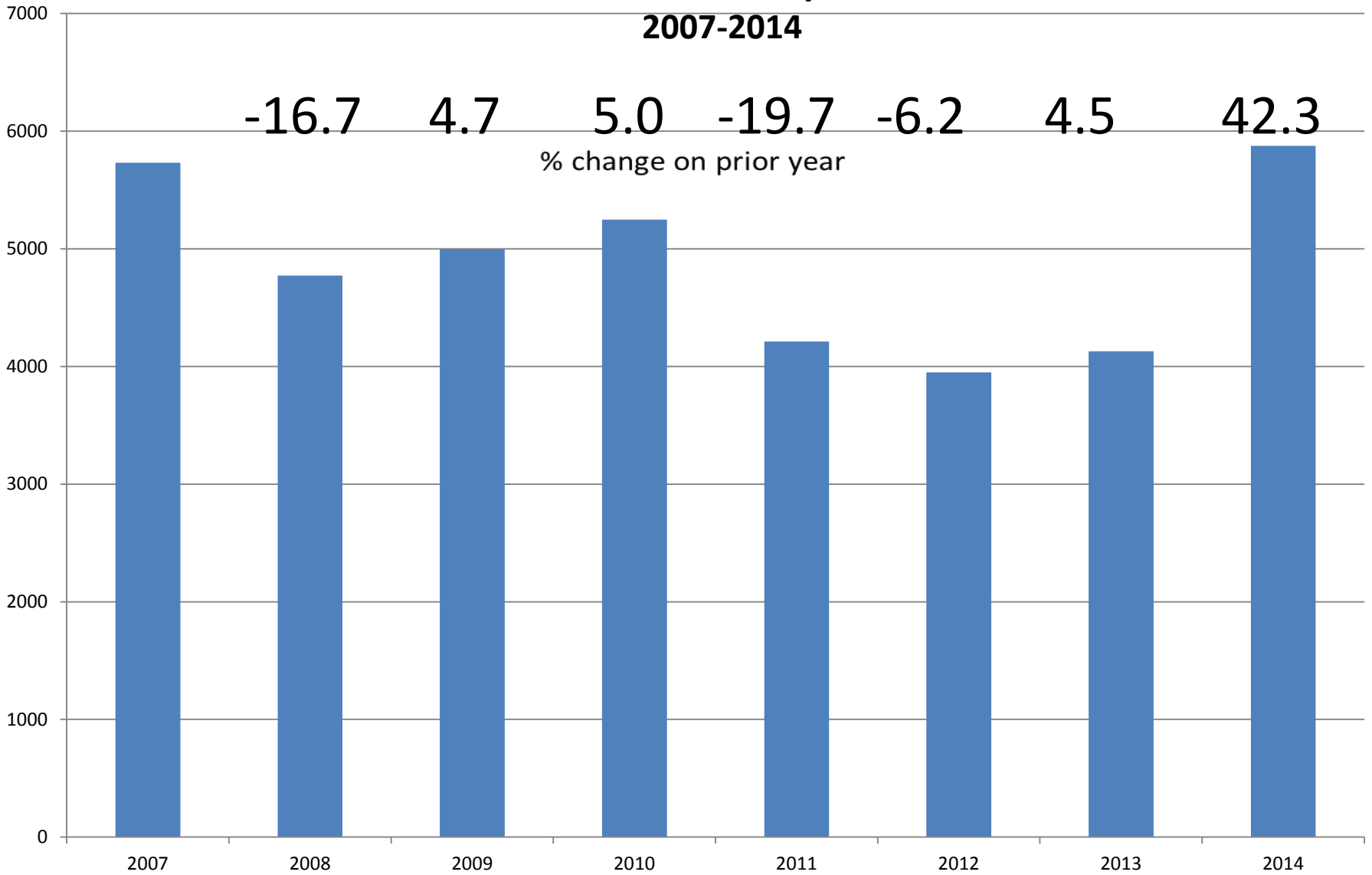


Chart 2 Pottsboro Area Public Library Items Checked by Year

2007-2014

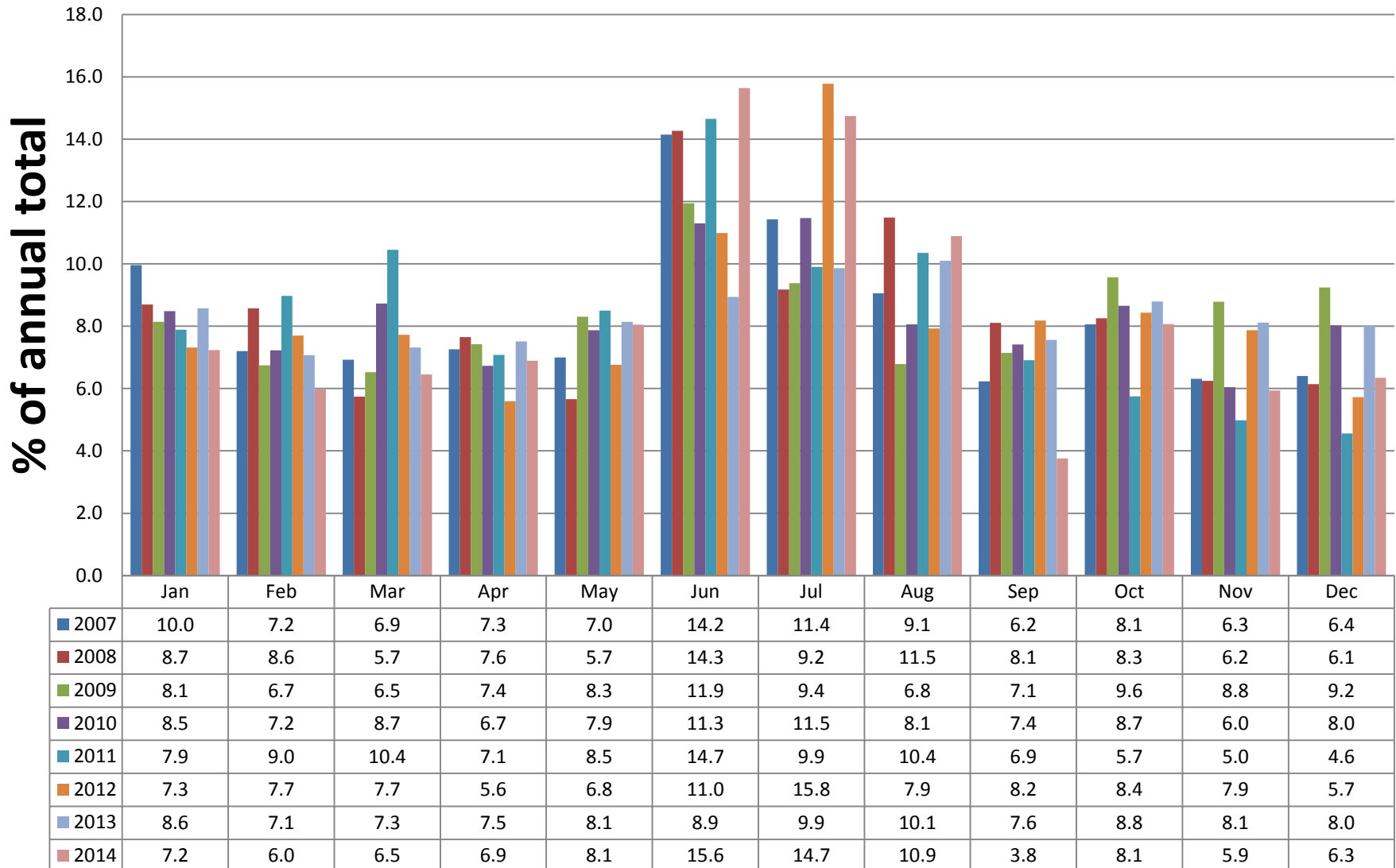


Pottsboro Area Public Library

Items checked 2007-2014

% by month of annual total

Ron Briggs January 2015



Library Traffic

2012, 2013, 2014

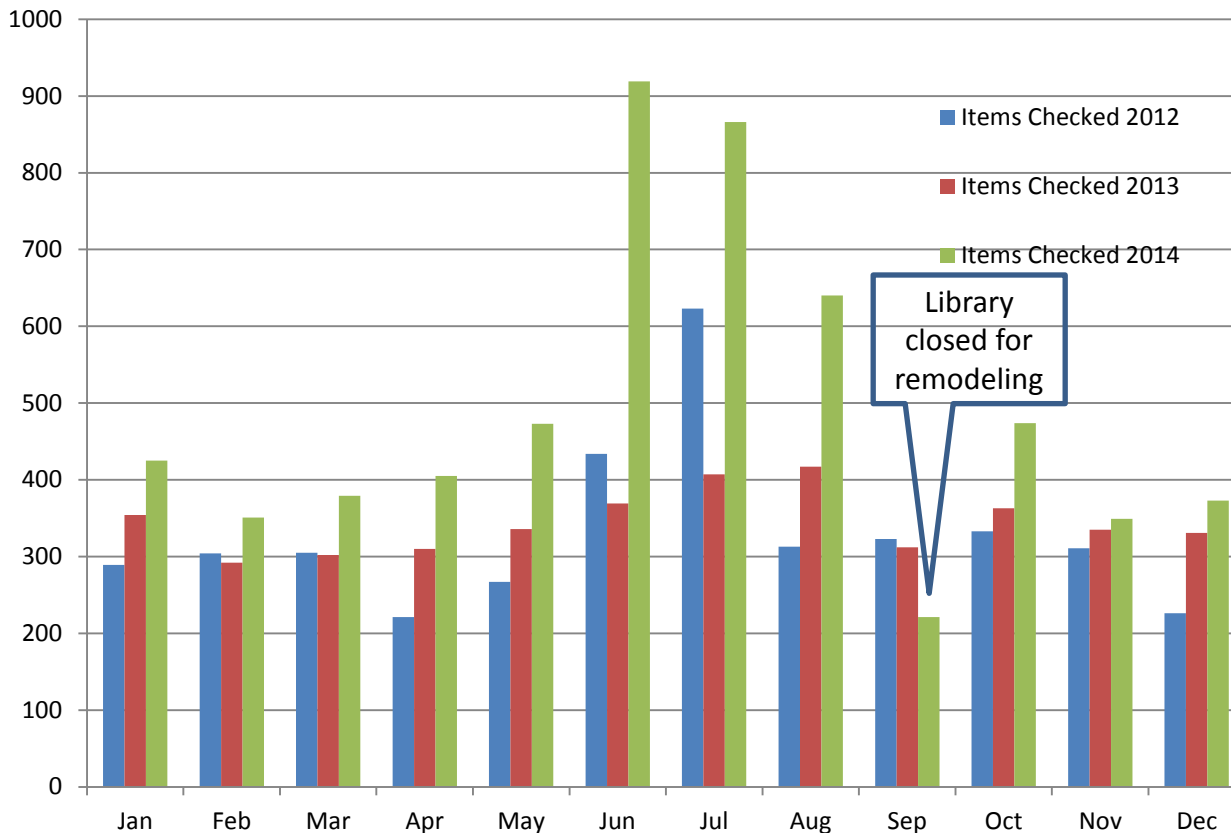
	Items Checked			Adult Visits			Juvenile Visits			Internet Users			New Patrons		
	2012	2013	2014	2012	2013	2014	2012	2013	2014	2012	2013	2014	2012	2013	2014
Jan	289	354	425	408	371	391	46	45	122	169	146	163	25	29	20
Feb	304	292	351	462	320	343	36	31	99	134	115	180	18	11	22
Mar	305	302	379	335	340	369	44	42	116	123	111	161	13	11	53
Apr	221	310	405	319	363	427	45	52	139	118	141	160	23	19	35
May	267	336	473	357	375	472	50	109	114	130	145	349	26	22	30
Jun	434	369	919	375	290	512	132	100	283	142	147	396	48	29	109
Jul	623	407	866	416	380	469	127	158	248	134	172	280	39	45	34
Aug	313	417	640	337	408	484	93	148	182	128	196	353	9	34	41
Sep	323	312	221	321	381	195	62	34	86	114	154	37	23	15	39
Oct	333	363	474	323	669	424	11	63	139	95	153	222	12	22	16
Nov	311	335	349	284	326	330	47	77	128	107	128	194	19	12	15
Dec	226	331	373	427	299	297	30	78	131	102	138	212	14	10	13
Total	3949	4128	5875	4364	4522	4713	723	937	1787	1496	1746	2707	269	259	427

2014 compared to 2013

	Items Checked			Adult Visits			Juvenile Visits			Internet Users			New Patrons		
	2013	2014	% change	2013	2014	% change	2013	2014	% change	2013	2014	% change	2013	2014	% change
Jan	354	425	20.1	371	391	5.4	45	122	171.1	146	163	11.6	29	20	-31.0
Feb	292	351	20.2	320	343	7.2	31	99	219.4	115	180	56.5	11	22	100.0
Mar	302	379	25.5	340	369	8.5	42	116	176.2	111	161	45.0	11	53	381.8
Apr	310	405	30.6	363	427	17.6	52	139	167.3	141	160	13.5	19	35	84.2
May	336	473	40.8	375	472	25.9	109	114	4.6	145	349	140.7	22	30	36.4
Jun	369	919	149.1	290	512	76.6	100	283	183.0	147	396	169.4	29	109	275.9
Jul	407	866	112.8	380	469	23.4	158	248	57.0	172	280	62.8	45	34	-24.4
Aug	417	640	53.5	408	484	18.6	148	182	23.0	196	353	80.1	34	41	20.6
Sep	312	221	-29.2	381	195	-48.8	34	86	152.9	154	37	-76.0	15	39	160.0
Oct	363	474	30.6	669	424	-36.6	63	139	120.6	153	222	45.1	22	16	-27.3
Nov	335	349	4.2	326	330	1.2	77	128	66.2	128	194	51.6	12	15	25.0
Dec	331	373	12.7	299	297	-0.7	78	131	67.9	138	212	53.6	10	13	30.0
Total	4128	5875	42.3	4522	4713	4.2	937	1787	90.7	1746	2707	55.0	259	427	64.9

Chart 5: Items checked 2012-2014

Items checked: from a severe low at the end of 2011, a major increase in items checked has occurred, especially the 42% annual increase from 2013 to 2014. This is also clearly apparent in **Chart 1**

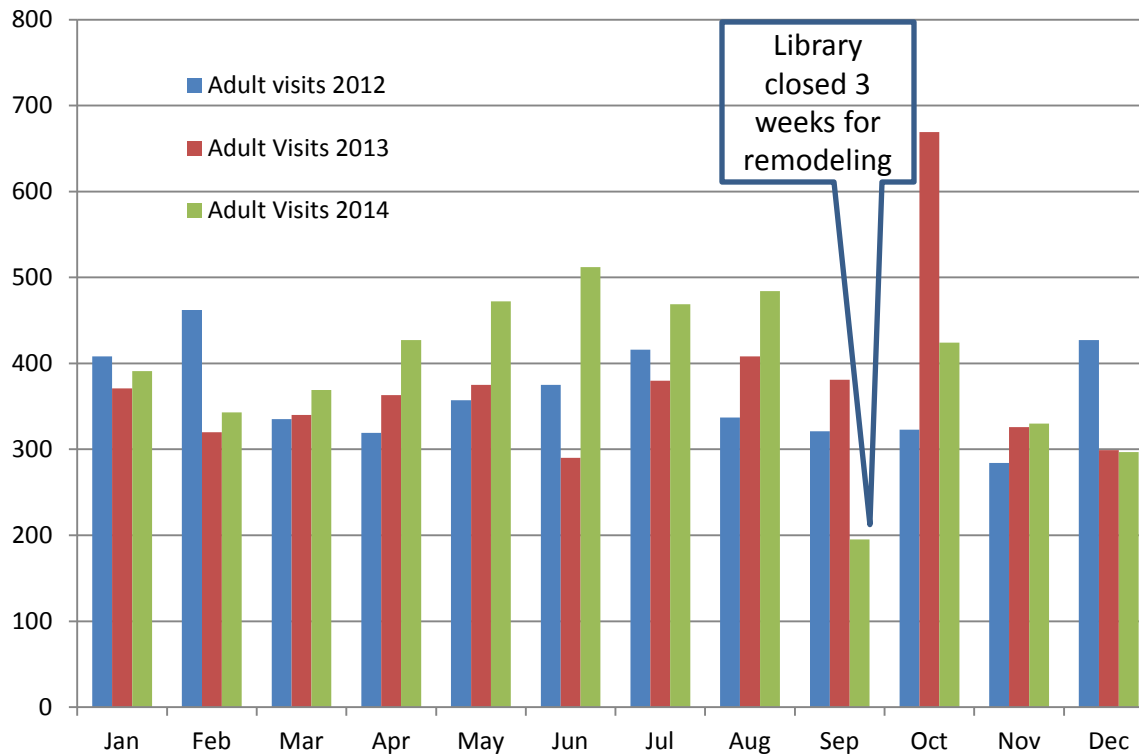


	Items Checked		
	2012	2013	% change
Jan	289	354	22.5
Feb	304	292	-3.9
Mar	305	302	-1.0
Apr	221	310	40.3
May	267	336	25.8
Jun	434	369	-15.0
Jul	623	407	-34.7
Aug	313	417	33.2
Sep	323	312	-3.4
Oct	333	363	9.0
Nov	311	335	7.7
Dec	226	331	46.5
Total	3949	4128	4.5

	Items Checked		
	2013	2014	% change
Jan	354	425	20.1
Feb	292	351	20.2
Mar	302	379	25.5
Apr	310	405	30.6
May	336	473	40.8
Jun	369	919	149.1
Jul	407	866	112.8
Aug	417	640	53.5
Sep	312	221	-29.2
Oct	363	474	30.6
Nov	335	349	4.2
Dec	331	373	12.7
Total	4128	5875	42.3

Chart 6: Adult visits 2012-2014

Adult visits: appear to be continuing for 2014 (+4.2%) the positive trend which occurred for 2013 (+3.6) and 2012 (+0.1) over the prior year.

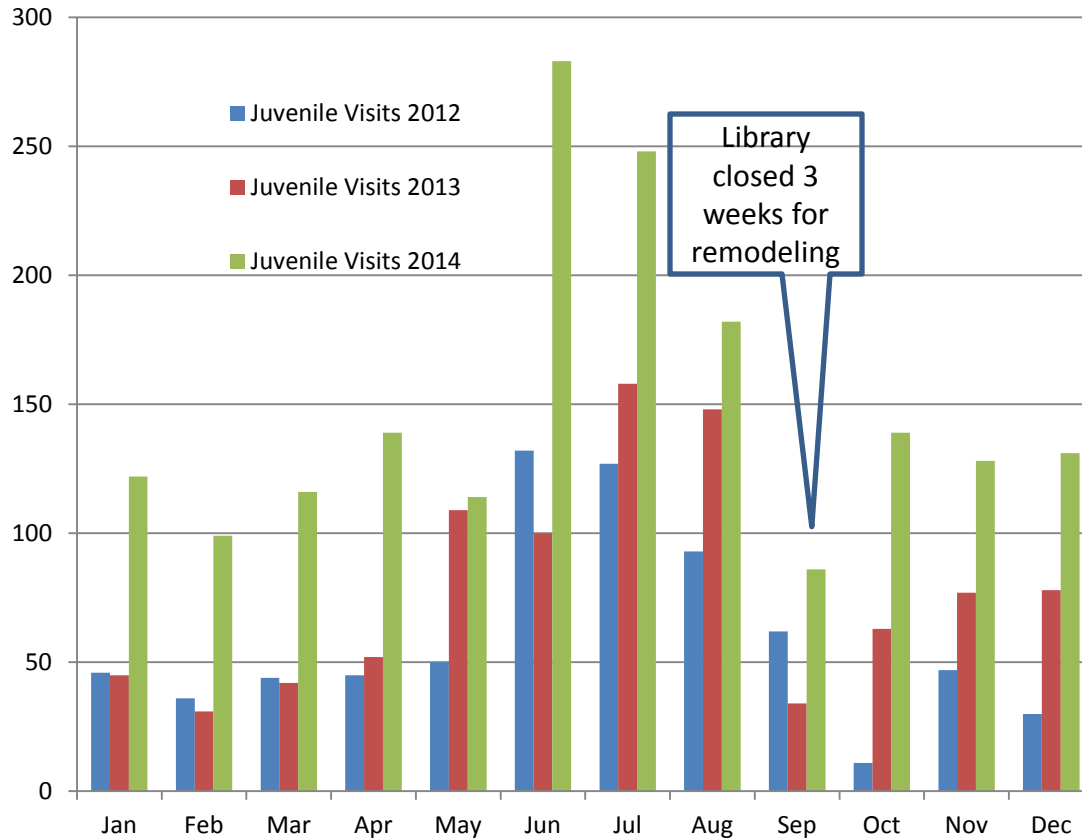


	Adult Visits		
	2012	2013	2014
Jan	408	371	391
Feb	462	320	343
Mar	335	340	369
Apr	319	363	427
May	357	375	472
Jun	375	290	512
Jul	416	380	469
Aug	337	408	484
Sep	321	381	195
Oct	323	669	424
Nov	284	326	330
Dec	427	299	297
Total	4364	4522	4713

	Adult Visits		
	2013	2014	% change
Jan	371	391	5.4
Feb	320	343	7.2
Mar	340	369	8.5
Apr	363	427	17.6
May	375	472	25.9
Jun	290	512	76.6
Jul	380	469	23.4
Aug	408	484	18.6
Sep	381	195	-48.8
Oct	669	424	-36.6
Nov	326	330	1.2
Dec	299	297	-0.7
Total	4522	4713	4.2

Chart 7: Juvenile visits 2012-2014

juvenile visits: one of the brightest changes. After very steep declines over multiple years (typified by the -52% decrease from 2011 to 2012), juvenile visits increased +29.6 in 2013 and 90.7 in 2014

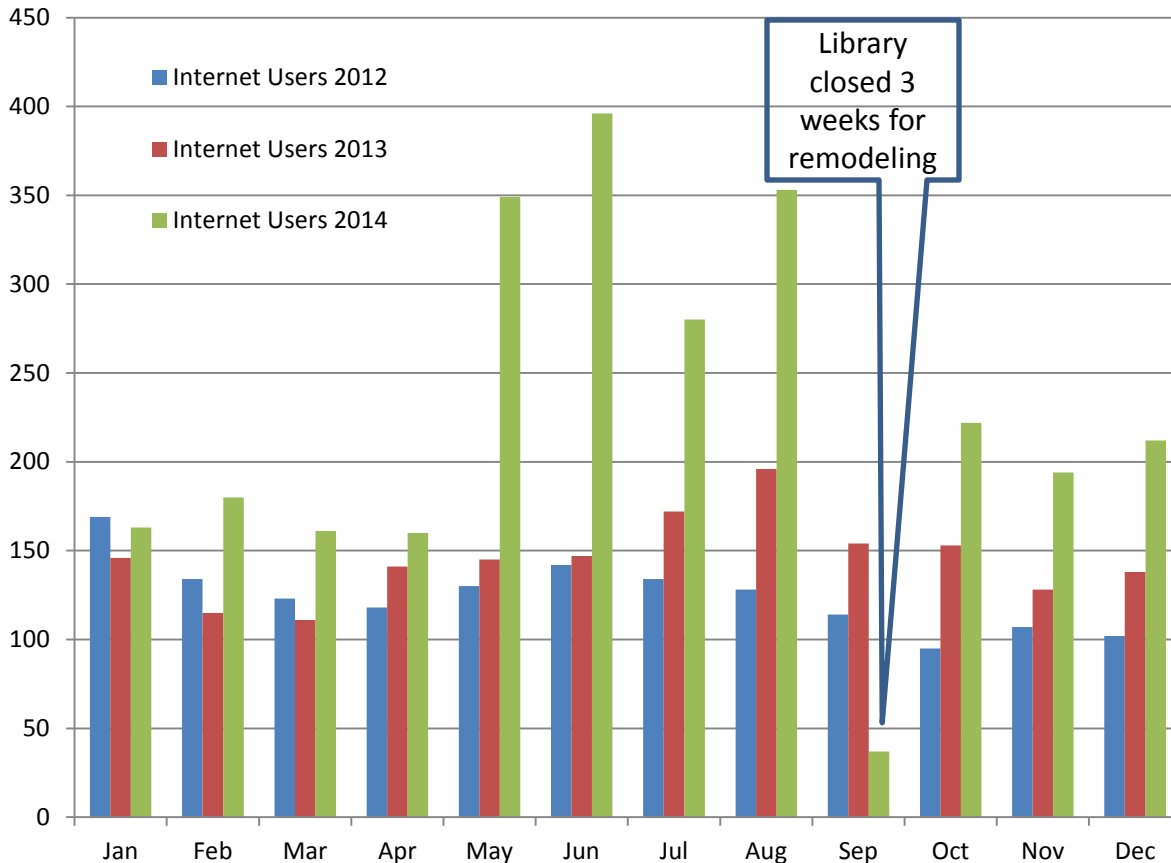


	Juvenile Visits		
	2012	2013	% change
Jan	46	45	-2.2
Feb	36	31	-13.9
Mar	44	42	-4.5
Apr	45	52	15.6
May	50	109	118.0
Jun	132	100	-24.2
Jul	127	158	24.4
Aug	93	148	59.1
Sep	62	34	-45.2
Oct	11	63	472.7
Nov	47	77	63.8
Dec	30	78	160.0
Total	723	937	29.6

	Juvenile Visits		
	2013	2014	% change
Jan	45	122	171.1
Feb	31	99	219.4
Mar	42	116	176.2
Apr	52	139	167.3
May	109	114	4.6
Jun	100	283	183.0
Jul	158	248	57.0
Aug	148	182	23.0
Sep	34	86	152.9
Oct	63	139	120.6
Nov	77	128	66.2
Dec	78	131	67.9
Total	937	1787	90.7

Chart 8 Computer/Internet use 2012-2014

Computer/Internet use another very bright spot. After exhibiting a decline of -47.5% from 2011 to 2012, computer/Internet use is up by +16.7% for 2013 and another 55.0% for 2014. A significant component is an increase in wifi users (persons with their own equipment desiring an Internet connection).



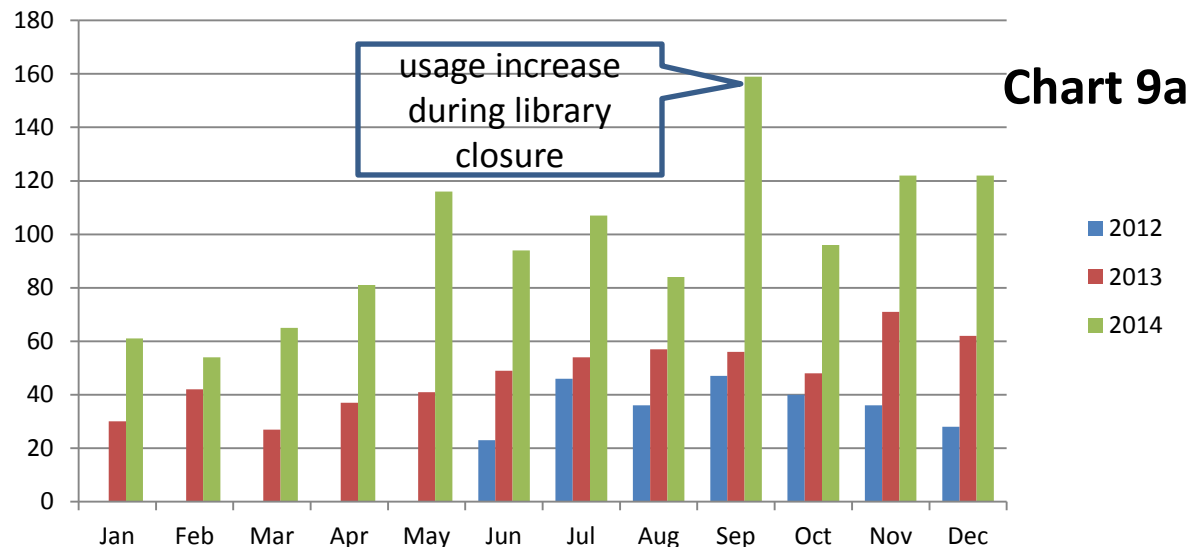
Wifi users*		Internet Users		
2013		2012	2013	% change
	Jan	169	146	-13.6
	Feb	134	115	-14.2
3	Mar	123	111	-9.8
25	Apr	118	141	19.5
26	May	130	145	11.5
29	Jun	142	147	3.5
57	Jul	134	172	28.4
54	Aug	128	196	53.1
38	Sep	114	154	35.1
36	Oct	95	153	61.1
21	Nov	107	128	19.6
12	Dec	102	138	35.3
	Total	1496	1746	16.7

*included in Internet.

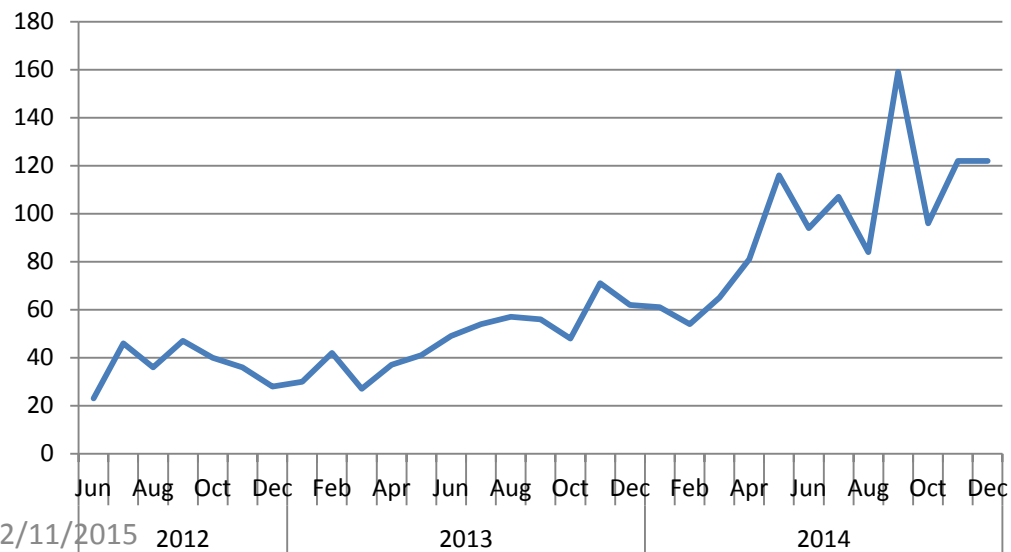
Wifi users*		Internet Users		
2014		2013	2014	% change
24	Jan	146	163	11.6
0	Feb	115	180	56.5
40	Mar	111	161	45.0
54	Apr	141	160	13.5
85	May	145	349	140.7
68	Jun	147	396	169.4
101	Jul	172	280	62.8
102	Aug	196	353	80.1
103	Sep	154	37	-76.0
104	Oct	153	222	45.1
105	Nov	128	194	51.6
106	Dec	138	212	53.6
892	Total	1746	2707	55.0

Chart 9: e-book usage 2011-2013

e-book usage increased by over 100% in 2014, and reached a new monthly high in November (122). This is 1/3rd as large as the number of traditional book items checked out that month (349).



	e-books		
	2012	2013	% change
Jan		30	
Feb		42	
Mar		27	
Apr		37	
May		41	
Jun	23	49	113.0
Jul	46	54	17.4
Aug	36	57	58.3
Sep	47	56	19.1
Oct	40	48	20.0
Nov	36	71	97.2
Dec	28	62	121.4



	e-books		
	2013	2014	% change
Jan	30	61	103.3
Feb	42	54	28.6
Mar	27	65	140.7
Apr	37	81	118.9
May	41	116	182.9
Jun	49	94	91.8
Jul	54	107	98.1
Aug	57	84	47.4
Sep	56	159	183.9
Oct	48	96	100.0
Nov	71	122	71.8
Dec	62	122	96.8
Total	574	1161	102.3

Chart 10a

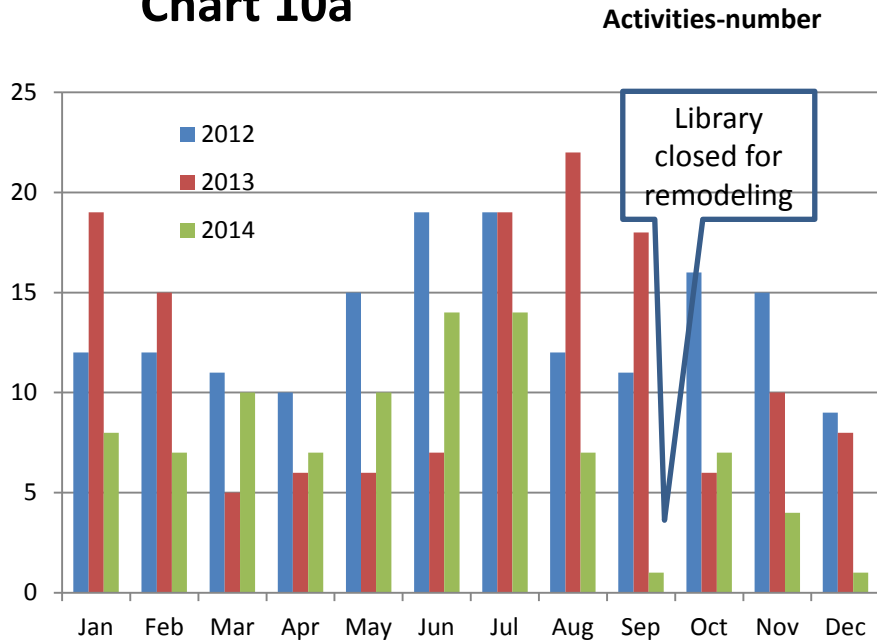
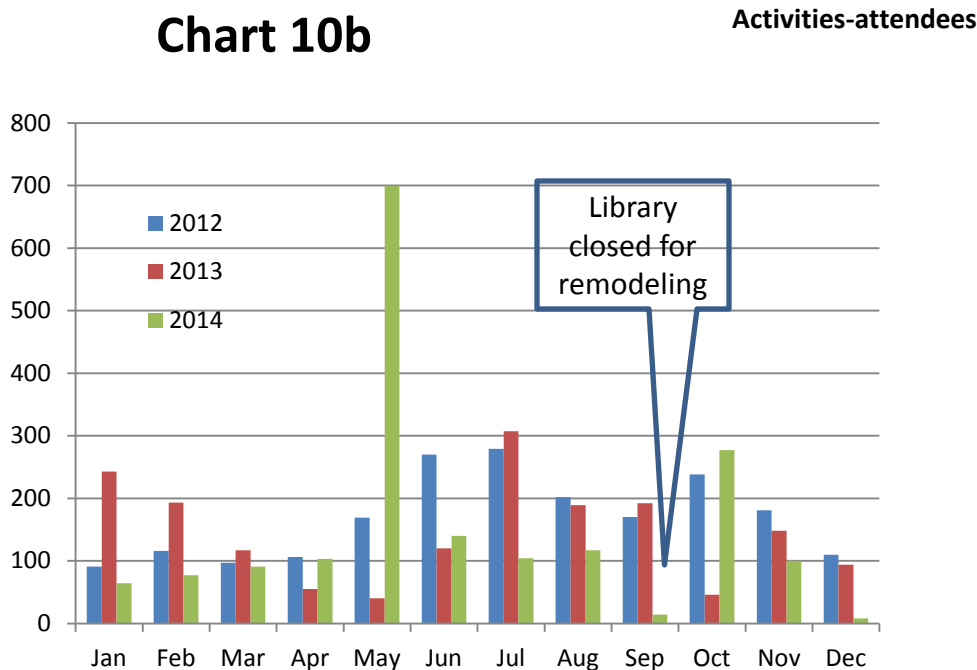


Chart 10: although the number of activities decreased (-30%), the attendee count still increased (+3%) in 2014 from 2013

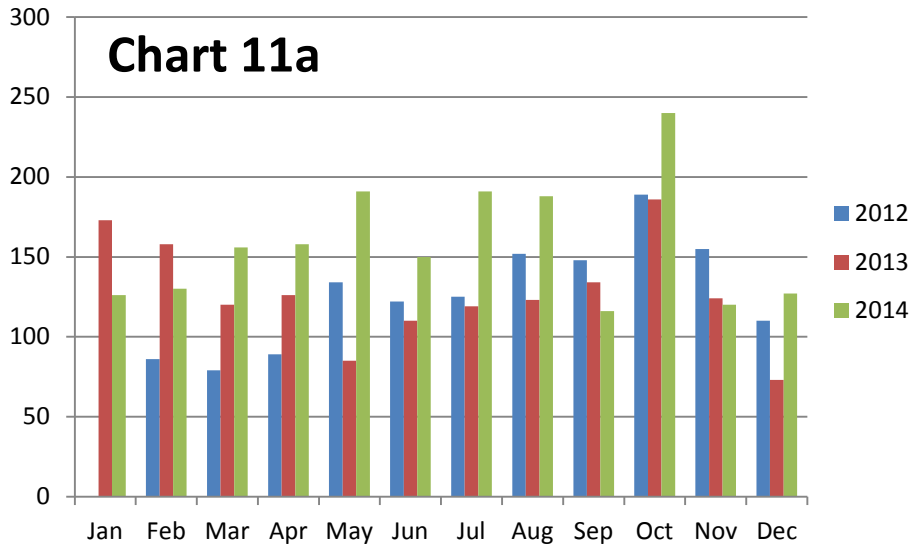
	Activities-number			Activities: attendees		
	2012	2013	2014	2012	2013	2014
Jan	12	19	8	91	243	64
Feb	12	15	7	116	193	77
Mar	11	5	10	97	117	91
Apr	10	6	7	106	55	103
May	15	6	10	169	40	699
Jun	19	7	14	270	120	140
Jul	19	19	14	279	307	104
Aug	12	22	7	202	189	117
Sep	11	18	1	170	192	14
Oct	16	6	7	238	46	277
Nov	15	10	4	181	148	100
Dec	9	8	1	110	94	8
Total	161	141	90	2029	1744	1794

Chart 10b

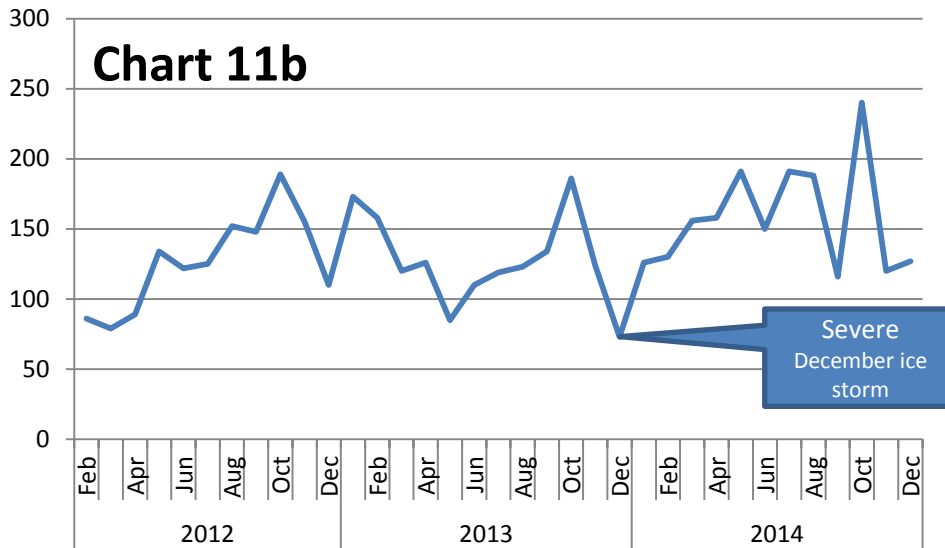


	Activities-number			Activities: attendees		
	2013	2014	% change	2013	2014	% change
Jan	19	8	-57.9	243	64	-73.7
Feb	15	7	-53.3	193	77	-60.1
Mar	5	10	100.0	117	91	-22.2
Apr	6	7	16.7	55	103	87.3
May	6	10	66.7	40	699	1647.5
Jun	7	14	100.0	120	140	16.7
Jul	19	14	-26.3	307	104	-66.1
Aug	22	7	-68.2	189	117	-38.1
Sep	18	1	-94.4	192	14	-92.7
Oct	6	6	0.0	46	277	502.2
Nov	10	7	-30.0	148	100	-32.4
Dec	8	8	0.0	94	8	-91.5
Total	141	99	-29.8	1744	1794	2.9

Chart 11: the senior center continues to grow in popularity with a 10% annual increase in 2013 and a 23.6% increase in 2014



	Senior Center		
	2012	2013	% change
Jan	0	173	
Feb	86	158	83.7
Mar	79	120	51.9
Apr	89	126	41.6
May	134	85	-36.6
Jun	122	110	-9.8
Jul	125	119	-4.8
Aug	152	123	-19.1
Sep	148	134	-9.5
Oct	189	186	-1.6
Nov	155	124	-20.0
Dec	110	73	-33.6
Total	1389	1531	10.2

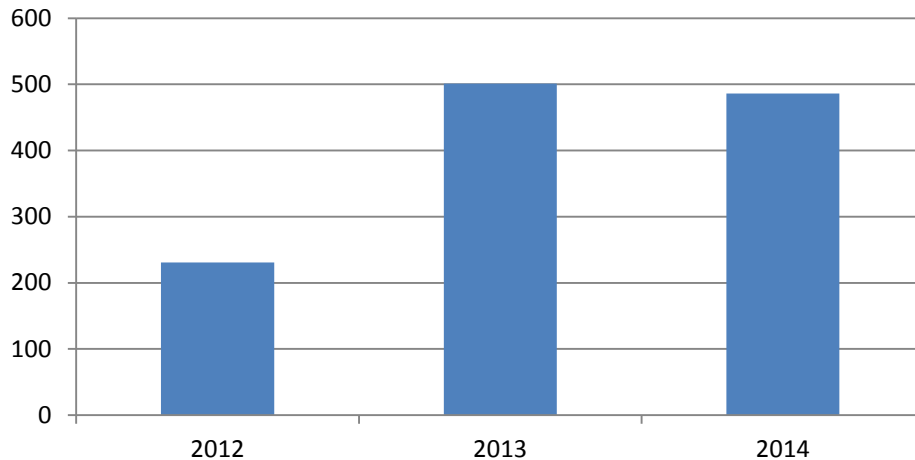


	Senior Center		
	2013	2014	% change
Jan	173	126	-27.2
Feb	158	130	-17.7
Mar	120	156	30.0
Apr	126	158	25.4
May	85	191	124.7
Jun	110	150	36.4
Jul	119	191	60.5
Aug	123	188	52.8
Sep	134	116	-13.4
Oct	186	240	29.0
Nov	124	120	-3.2
Dec	73	127	74.0
Total	1531	1893	23.6

Summer reading continued in 2014 the success of 2013, when numbers doubled from 2012

Chart 12

Total attendees: Summer reading



	Summer reading		
	2012	2013	2014
Jan			
Feb			
Mar			
Apr			
May			
Jun	114	280	213.0
Jul	92	188	273.0
Aug	25	33	
Sep			
Oct			
Nov			
Dec			
Total	231	501	486
% change		116.9	-3.0