



Library Services: FY19 Compared to FY18

	Q1	Q2	Q3	Q4	YTD	Last YTD	% Change
Library Services: Provide library facilities, materials, and equipment.							
A. Downtown Building Use							
Total Hours Open	854	819	843	860	3,376	3,396	-0.6%
People into the Building	190,563	159,928	153,095	172,651	676,237	731,103	-7.5%
Average Number Per Hour	223.1	195.3	181.6	200.8	200.3	215	-7.0%
Bookmobile Use							
Bookmobile Total Hours Open	209	175	129	246	759	890	-14.8%
People on Bookmobile	4,724	3,671	2,239	5,690	16,324	15,256	7.0%
Average Number per Hour	23	21	17	23	22	17	25.5%
Total Downtown & Bookmobile Hours Open	1,063	994	972	1,106	4,135	4,286	-3.5%
Total People Downtown & on Bookmobile	195,287	163,599	155,334	178,341	692,561	746,359	-7.2%
Total Average Number per Hour	184	165	160	161	168	174	-3.8%
B. Meeting Rooms							
Number of Non-Library Meetings	371	345	376	369	1,461	1,562	-6.5%
Estimated Attendance	6,484	7,224	7,697	8,696	30,101	30,873	-2.5%
Equipment Set-ups	18	9	43	58	128	128	0.0%
Group Study Room Use	1,311	1,536	1,647	1,521	6,015	6,337	-5.1%
Lobby Use	1	5	2	0	8	13	-38.5%
C. Equipment Usage							
Photocopies by Public	6,872	5,212	6,646	7,131	25,861	25,057	3.2%
Pay for Print Copies	22,186	20,250	23,616	22,117	88,169	85,215	3.5%
% Checkouts by Self-Check	72.7%	71.6%	71.8%	70.8%	71.7%	72.4%	-0.9%
DOT Kiosk Usage	1070	750	531	571	2922	2489	17.4%
D. Downtown Use of Electronic Materials							
Listening/Viewing/Tablets/Laptops Sessions	3,834	2,174	2,320	2,981	11,309	10,801	4.7%
E. Ride 'N' Read							
Bus Passes Distributed Downtown	1,179	794	721	1,248	3,942	3,760	4.8%
Lending Services: Lend materials for home, school, and office use.							
A. Circulation Downtown							
(Materials plus equipment; includes eAudio; does not include items circulated in-house.)	333,388	304,180	320,119	334,839	1,292,526	1,237,821	4.4%
Circulation on Bookmobile	9,784	8,140	6,156	11,084	35,164	28,484	23.5%
Total Circulation Downtown & Bookmobile	343,172	312,320	326,275	345,923	1,327,690	1,266,305	4.8%
Average Total Circulation Downtown & Bookmobile Per Hour	390	371	380	389	383	364	5.0%
B. Circulation by Type of Material (Includes downloads, does not include mending, lost, etc.)							
Adult Materials	231,285	220,540	233,666	239,248	924,739	858,908	7.7%
Children's Materials	113,279	93,257	94,577	107,662	408,775	411,812	-0.7%
Percent Children's	34.0%	30.7%	29.5%	32.2%	31.6%	33.3%	-4.9%
Non-Print	106,411	99,720	98,118	96,291	400,540	431,898	-7.3%
Percent Non-print	31.9%	32.8%	30.7%	28.8%	31.0%	34.9%	-11.2%
Equipment loans	258	287	258	283	1,086	883	23.0%
Downloads	51,558	57,013	64,907	71,524	245,002	141,509	73.1%
C. Circulation by Residence of User (Downtown & Bookmobile)							
(Materials plus equipment; includes downloads; does not include items circulated in-house.)	343,172	312,320	326,275	345,923	1,327,690	1,266,305	4.8%
Iowa City	260,752	241,106	255,029	266,331	1,023,218	960,799	6.5%
Local Contracts							
Hills	806	923	895	1,102	3,726	2,788	33.6%
Hills as % of All	0.23%	0.3%	0.3%	0.3%	0.28%	0.22%	27.5%
Johnson County (Rural)	28,101	24,106	25,379	26,368	103,954	106,631	-2.5%
Johnson County as % of All	8.19%	7.7%	7.8%	7.6%	7.83%	8.42%	-7.0%
Lone Tree	1,115	1,012	1,158	1,247	4,532	4,305	5.3%
Lone Tree as % of All	0.32%	0.32%	0.35%	0.36%	0.34%	0.34%	0.4%
University Heights	4,720	3,945	4,157	3,696	16,518	17,799	-7.2%
University Heights as % of All	1.38%	1.26%	1.27%	1.07%	1.24%	1.41%	-11.5%
Total Local Contracts	34,742	29,986	31,589	32,413	128,730	131,523	-2.1%

	Q1	Q2	Q3	Q4	YTD	Last YTD	% Change
State Contracts - Open Access							
Coralville	15,687	13,622	13,221	14,766	57,296	60,771	-5.7%
Cedar Rapids	960	967	1,138	1,363	4,428	4,245	4.3%
Other Open Access	23,384	19,935	20,179	21,710	85,208	86,966	-2.0%
Total Open Access	40,031	34,524	34,538	37,839	146,932	151,982	-3.3%
Open Access as % of All	11.7%	11.1%	10.6%	10.9%	11.1%	12.0%	-7.8%
D. InterLibrary Loans							
Loaned to Other Libraries	343	281	346	317	1,287	1,380	-6.7%
Percent of Requests Filled	28.9%	25.5%	27.5%	26.9%	27.2%	29.2%	-6.9%
Borrowed From Other Libraries	1,026	896	843	895	3,660	3,670	-0.3%
Percent of Requests Filled	87.5%	88.2%	87.7%	90.7%	88.5%	87.6%	1.0%
Books/Periodicals/AV Borrowed	1,022	889	837	889	3,637	3,628	0.2%
Photocopy Borrow Requests Filled	4	7	6	6	23	42	-45.2%
E. Reserves Placed - Materials							
	55,151	53,200	59,041	57,859	225,251	193,606	16.3%
F. Downloadable Media							
By Area							
Iowa City	47,208	50,141	58,805	65,444	221,598	120,903	83.3%
Hills	78	113	132	99	422	393	7.4%
Johnson County	5,134	4,896	5,330	5,429	20,789	18,160	14.5%
Lone Tree	127	131	96	100	454	340	33.5%
University Heights	405	338	544	452	1,739	1,713	1.5%
Total	52,952	55,619	64,907	71,524	245,002	141,509	73.1%
By Demographic							
Adult	49,222	52,321	61,521	67,900	230,964	130,919	76.4%
Children's	3,730	3,298	3,386	3,624	14,038	10,590	32.6%
Total	52,952	55,619	64,907	71,524	245,002	141,509	73.1%
Number of Items Owned (Cumulative)							
E-Audio Items Available	8,638	8,915	9,982	10,488	10,488	8,397	24.9%
E-Book Items Available	17,989	18,690	19,262	19,982	19,982	17,538	13.9%
E-Music	43	43	43	45	45	41	9.8%
E-Magazines	123	121	121	120	120	139	-13.7%
E-Newspapers	1	1	1	1	1	1	0.0%
Total Items	26,794	27,770	29,409	30,636	30,636	26,116	17.3%
Information Services: Furnish information, reader advisory, and reference assistance.							
A. Reference Questions Answered							
Reference Questions	11,609	10,030	10,430	11,666	43,735	44,743	-2.3%
Reference Desk							
Reference Desk	4,436	3,578	3,643	3,809	15,466	17,490	-11.6%
Help Desk	2,701	2,527	2,834	3,298	11,360	10,494	8.3%
Switchboard	1,502	1,516	1,503	1,231	5,752	6,204	-7.3%
Bookmobile	278	186	112	261	837	984	-14.9%
Drop-In Tech Help (Public)	161	173	119	0	453	457	-0.9%
On-Call Tech Help							
Staff	48	31	28	33	140	145	-3.4%
Public	84	76	45	47	252	302	-16.6%
Total Tech Help Questions	132	107	73	80	392	447	-12.3%
Children's Desk							
Reference Questions	2,380	1,937	2,143	2,980	9,440	8,592	9.9%
Request to Pull Books (Community)	19	6	3	7	35	75	-53.3%
Total Children's Questions	2,399	1,943	2,146	2,987	9,475	8,667	9.3%
B. Electronic Access Services							
Computer Services							
Pharos Internet (Downtown In House computer use)	19,953	16,828	15,785	16,047	68,613	75,067	-8.6%
Wifi Internet Use Downtown	291,828	271,262	269,443	313,472	1,146,005	1,266,902	-9.5%
Total Internet Use	311,781	288,090	285,228	329,519	1,214,618	1,341,969	-9.5%
Website Access							
ICPL Website							
# Pageviews of Homepage	105,910	99,377	105,118	101,492	411,897	432,124	-4.7%
# Pageviews of Entire Site (Doesn't include catalog)	226,001	212,205	238,951	244,995	922,152	918,816	0.4%
# Visits (Does include catalog)	143,325	138,191	150,361	149,045	580,922	568,509	2.2%
Catalog Access							
# Pageviews for ICPL Catalog	418,701	400,458	437,876	413,752	1,670,787	1,776,004	-5.9%
# Pageviews for Overdrive	484,703	430,666	432,256	411,363	1,758,988	2,281,407	-22.9%
Total Catalog Access	903,404	831,124	870,132	825,115	3,429,775	4,057,411	-15.5%
<i>*Overdrive does not count pageviews through the Libby or Overdrive Apps.</i>							
ICPL Mobile App Use	32,185	31,325	37,655	41,159	142,324	90,444	57.4%

	Q1	Q2	Q3	Q4	YTD	Last YTD	% Change
External Sites							
# Pageviews for Beanstack	13,809	3,852	4,575	24,009	46,245	43,041	7.4%
Total Website Access	1,175,399	1,078,506	1,151,313	1,135,278	4,540,496	5,109,712	-11.1%
Subscription Databases Accessed							
Total In-House	1,463	1,402	1,678	1,319	5,862	5,294	10.7%
Total Remote	59,595	67,390	88,660	72,957	288,602	219,274	31.6%
TOTAL	61,058	68,792	90,338	74,276	294,464	224,568	31.1%
C. Total Switchboard Calls Received							
Total Library Calls	4,338	4,047	4,553	4,024	16,962	17,519	-3.2%
Other Questions (Directional and account questions, meeting room booking, email added FY16.)	4,181	3,082	3,598	3,339	14,200	15,091	-5.9%
Transferred Calls	897	786	850	861	3,394	3,118	8.9%
Pamphlets Distributed Downtown	6,116	4,195	6,736	6,179	23,226	28,395	-18.2%
State/Federal Tax Forms Distributed	· · ·	· · ·	· · ·	984	984	2,405	-59.1%
Alerting Services: Promote awareness of the library and use of its resources.							
A. Publications							
Number of Publications Printed (Jobs)	76	81	88	120	365	338	8.0%
Copies Printed for Public Distribution	71,162	66,002	26,506	107,964	271,634	292,156	-7.0%
Number of Online Newsletters Subscribers	1,773	2,003	2,177	2,339	2,339	1,665	40.5%
Number of Online Newsletter Distribution	7,920	8,858	11,703	12,237	12,237	7,728	58.3%
C. Displays	19	22	26	28	95	75	26.7%
In-House	11	15	23	19	68	54	25.9%
Other Groups	6	7	3	9	25	21	19.0%
Off-site locations	2	0	0	0	2	0	0.0%
E. The Library Channel							
Total ICPL Productions	23	17	20	8	68	107	-36.4%
Programs Cablecast	2,010	1,986	1,260	0	5,256	7,894	-33.4%
F. Homepage/ Social Media							
Homepage Banner Posts	33	36	40	42	151	125	20.8%
Homepage Banner Clicks	236	209	335	605	1,385	1,143	21.2%
Media Releases Sent	15	16	11	15	57	91	-37.4%
Facebook, Twitter, Pinterest Followers (Cumulative)	13,799	14,018	14,312	14,696	14,696	13,404	9.6%
New Facebook, Twitter, and Pinterest Followers	393	218	292	384	1,287	1,118	15.1%
Outreach Services: Provide library service to people who cannot get to the library building.							
A. At Home Services							
Packages Sent	568	427	495	525	2,014	2,173	-7.3%
Items Loaned (No renewals)	1,889	1,307	1,291	1,312	5,799	5,123	13.2%
Registered At Home Users (Cumulative)	152	169	188	194	194	145	33.8%
New Users Enrolled	6	8	6	0	20	17	17.6%
People Served (Average of monthly count)	53	45	47	45	47	49	-3.6%
B. Jail Service							
People Served	204	302	462	417	1,385	1,212	14.3%
Items Loaned (No renewals)	896	895	1,451	1,229	4,471	4,160	7.5%
C. Deposit Collections							
Locations (Cumulative)	10	14	14	14	14	10	40.0%
Items Loaned	90	0	90	90	270	540	-50.0%
Items Added to Permanent Collections	206	814	569	757	2,346	1,768	32.7%
D. Remote Bookdrop Use							
Remote as Percent of All Items Checked In	17.8%	17.4%	15.1%	14.5%	14.5%	15.0%	-3.3%
<i>*Does not include renewals or in-house.</i>							
E. Holds Notified Using Automated Phone	821	847	893	919	3,480	4,004	-13.1%
Group and Community Services: Provide library service to groups, agencies, and organizations.							
A. Adult Programs							
In-House Programs	56	66	40	53	215	284	-24.3%
In-House Attendance	676	1,673	1,132	1,144	4,625	6,214	-25.6%
Outreach Programs	19	18	35	37	109	47	131.9%
Outreach Attendance	373	4,238	349	525	5,485	7,918	-30.7%
B. Young Adult Programs							
In-House Programs	87	89	88	92	356	383	-7.0%
In-House Attendance	1,398	1,151	1,303	1,737	5,589	6,975	-19.9%
Outreach Programs	2	6	3	5	16	24	-33.3%
Outreach Attendance	6	16	18	42	82	93	-11.8%

	Q1	Q2	Q3	Q4	YTD	Last YTD	% Change
C. Children's Programs							
In-House Programs	187	189	190	209	775	732	5.9%
In-House Attendance	10,220	7,294	6,844	10,914	35,272	36,085	-2.3%
Outreach Programs	58	77	55	90	280	306	-8.5%
Outreach Attendance	1,211	1,609	1,477	5,934	10,231	11,896	-14.0%
D. Library Tours and Classes							
Number	10	14	10	12	46	85	-45.9%
Attendance	112	105	91	99	407	458	-11.1%
E. Consulting for Area Groups	0	0	1	0	1	1	0.0%
Control Services: Maintain library resources through borrower registration, overdue notices, equipment training, and controlling valuable materials.							
A. Library Cards Issued	2,187	1,337	1,328	1,834	6,686	6,581	1.6%
Iowa City	1,684	1,023	1,101	1,329	5,137	4,994	2.9%
Percent Iowa City	77.0%	76.5%	82.9%	72.5%	76.8%	75.9%	1.2%
Local Contracts							
Hills	2	5	8	6	21	25	-16.0%
Johnson County (Rural)	97	47	35	83	262	329	-20.4%
Lone Tree	4	2	6	25	37	9	311.1%
University Heights	11	4	4	22	41	38	7.9%
State Contract - Open Access							
Coralville	131	88	54	108	381	375	1.6%
Cedar Rapids	20	11	17	25	73	94	-22.3%
Other Open Access	238	157	103	236	734	717	2.4%
Total Open Access	389	256	174	369	1,188	1,186	0.2%
Open Access as % of All	17.8%	19.1%	13.1%	20.1%	17.8%	18.0%	-1.4%
B. Total Registered Borrowers (Cumulative)	60,236	58,924	54,171	52,872	52,872	57,601	-8.2%
# At Home Users Registered (Cumulative)	152	169	188	194	194	145	33.8%
C. Overdue Notices							
Items Searched to Verify Claim of Return	57	61	72	44	234	256	-8.6%