

FEB STATS (Currently reflecting January, needs updating)

General Services	B	GF	LPL	Last Month	Change	Notes
People Count	1568		1262	2830	3383	-16%
Directional Questions	107		44	151	175	-14%
Reference Questions	123		104	227	187	21%
Privacy Booth Use	5		0	5	6	-17%
Library Card Registrations	N/A		N/A	38	52	-27%
Meeting Room Use	6		3	9	10	-10%
Meeting Room Attendance	22		6	85	105	-19%
Website (pending)						
Wireless Use	927		452	1379	1727	-20%
Computer Use	99		106	205	267	-23%
Homebound Participants	0		0	0	1	0% Revamping program
Homebound Deliveries	0		0	0	1	0%
Seed Library (Packets Distributed)	0		0	0	0	0%
Adult Volunteers	2		0	2	1	0% New tracking method
Adult Volunteer Hours	5		0	5	1	0%
Youth Volunteers	1		0	1	2	-50% New tracking method
Youth Volunteer Hours	2		0	2	11	-82%

Online Resources	LPL	Last Month	Change	Notes
hoopla (Checkouts)	400	432	-7%	
hoopla (Viewing Users)	106	95	12%	
Libby (Checkouts)	1797	2126	-15%	
Libby (Active Users)	425	445	-4%	
Palace Project (Checkouts)	25	49	-49%	
Palace Project (Patron Signups)	2	3	-33%	
Ancestry (Unique Sessions)	171	30	470%	
Job Now (Unique Visits)	6	0	#DIV/0!	
Workforce Solutions (Page Visits)	0	0	0%	
Shoutbomb (Total Texts for the Month)	1906	210	808%	
Transparent Language (Unique Users)	13	15	-13%	
Transparent Language (Total Sessions)	65	56	16%	

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Marketing	LPL	Last Month	Change	Notes
Constant Contact Open Rate	53%	51%	4%	
Constant Contact Subscribers	2001	1973	1%	
Facebook Followers	2419	2388	1%	
Facebook Content Interactions	1017	494	106%	
Facebook Viewers	11314	6098	86%	New metric
Instagram Followers	933	918	2%	
Instagram Content Interactions	110	86	28%	
Instagram Viewers	2448	2197	11%	New metric

Circulation	B	GF	LPL	Last Month	Change	Notes
A. Fiction	433	309	742	859	-14%	
A. Non-Fiction	232	107	339	361	-6%	
A. Graphic Novel	3	2	5	8	-38%	
A. Magazines	44	8	52	60	-13%	
A. Audio	8	4	12	19	-37%	
A. Music	9	17	26	5	420%	
A. DVD	169	89	258	340	-24%	
A. Other	51	37	88	97	-9%	
Adult Total	949	573	1522	1749	-13%	
YA Fiction	34	24	58	82	-29%	
YA Non-Fiction	1	6	7	9	-22%	
YA Graphic Novel	12	15	27	38	-29%	
YA Other	8	2	10	6	67%	
YA Total	55	47	102	135	-24%	
J Fiction	643	528	1171	1205	-3%	
J Non-Fiction	160	113	273	245	11%	
J Picture Book	423	347	770	766	1%	
J Graphic Novel	194	124	318	307	4%	
J DVD	65	82	147	142	4%	
J Audio	17	3	20	6	233%	
J Other	114	84	198	204	-3%	
Juvenile Total	1616	1281	2897	2875	1%	
Museum Passes	1	4	5	9	-44%	
Total Circulation	2620	1901	4521	4759	-5%	

Programming	LPL	Last Month	Change	Notes
<i>Adult</i>				
In-Person Onsite Programs	11	12	-8%	
In-Person Onsite Attendance	76	79	-4%	
In-Person Offsite Programs	1	1	0%	
In-Person Offsite Attendance	0	8	-100%	
Self-Directed Activities	0	0	0%	
Self-Directed Activities Participation	0	0	0%	
<i>Teen</i>				
In-Person Onsite Programs	1	2	-50%	
In-Person Onsite Attendance	1	40	0%	
In-Person Offsite Programs	0	0	0%	
In-Person Offsite Attendance	0	0	0%	
Self-Directed Activities	0	0	0%	
Self-Directed Activities Participation	0	0	0%	
<i>Children</i>				
In-Person Onsite Programs	18	19	-5%	
In-Person Onsite Attendance	315	400	-21%	
In-Person Offsite Programs	3	1	200%	
In-Person Offsite Attendance	54	18	200%	
Self-Directed Activities	4	4	0%	
Self-Directed Activities Participation	255	283	-10%	