

What's Changed at SPL

A Look at some Statistics for the Period of 2001 – 2010

SPL Board Presentation – 15 November 2010

2001-2010

What are the statistics telling us about the Library over this period in regards to:

- Collections
- Revenues
- Circulation
- Access
- Patron Base
- Patron Behavior
- Reference Service

Sources

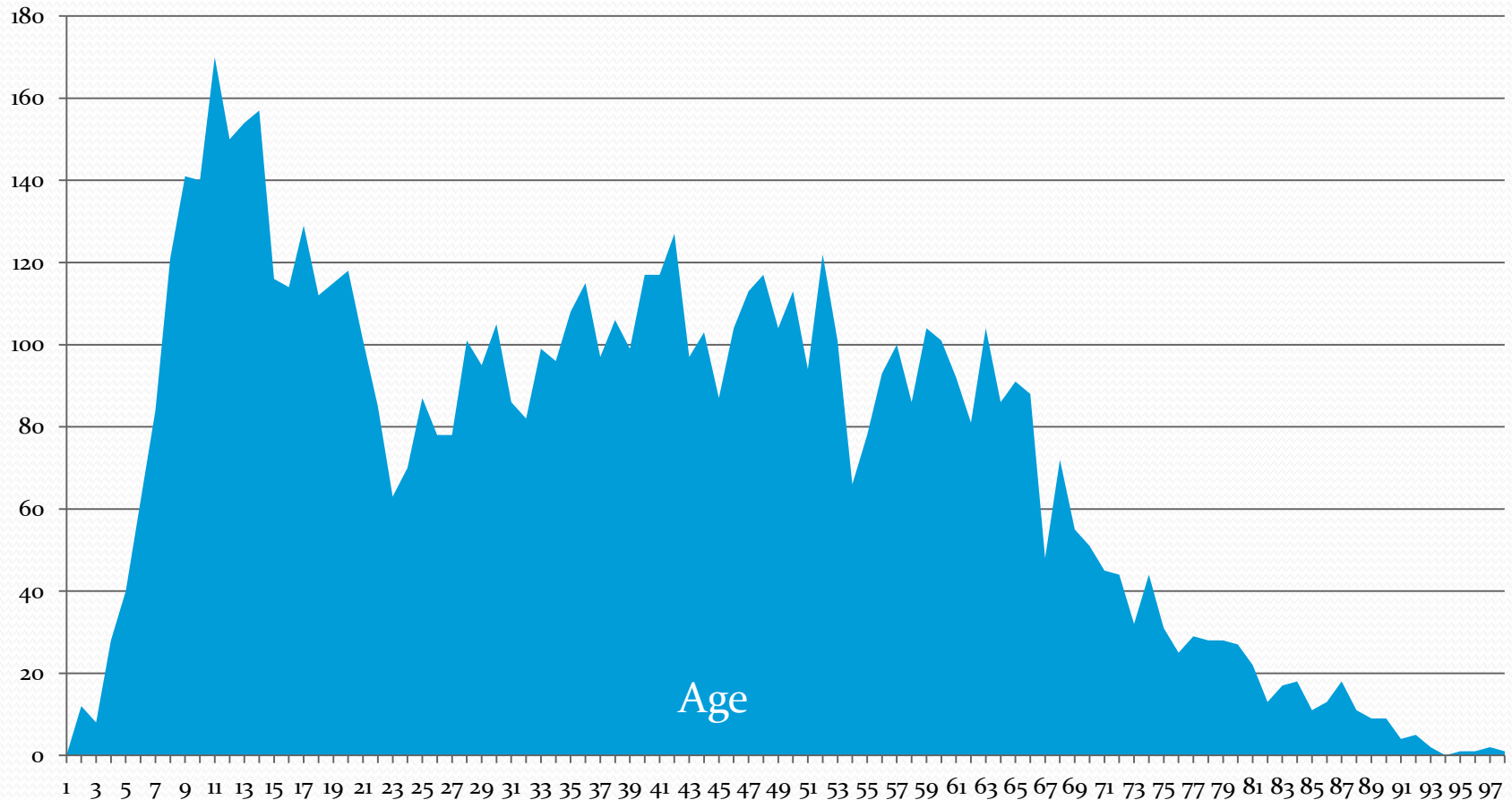
- Ministry Annual Survey Reports 2001 to 2010
- Survey Week Statistics
- WebReporter Statistical Query Software (2009-present)
- Useful Public Computing Usage Reports
- Board Reports

Patron Base

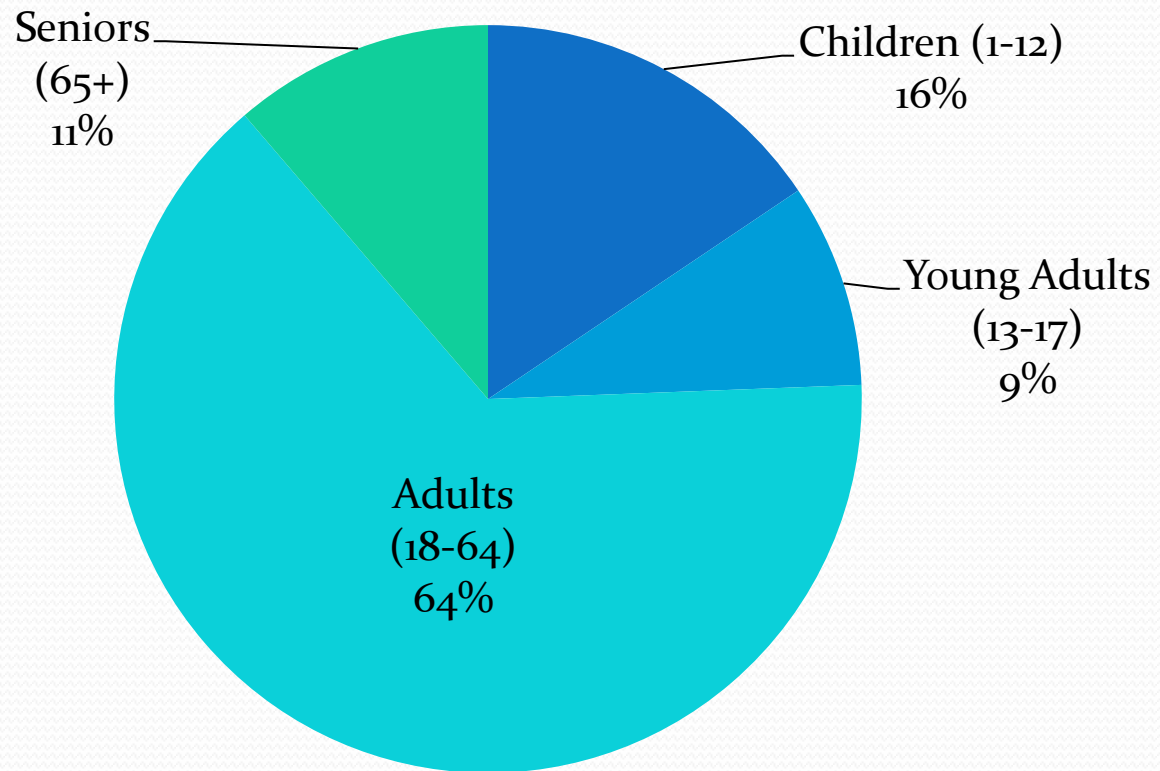
- Currently 10,718 active patrons*.
 - Stratford Residents – 90%
 - Perth South Residents – 4%
 - Non Residents – 3%
 - Homebound – 1%
 - Other – 2%
- Trending down over the period of 2001-2010.

*Patrons who have used their cards within the last 2 years.

Active Patron Demographics



Patrons By Age Groups



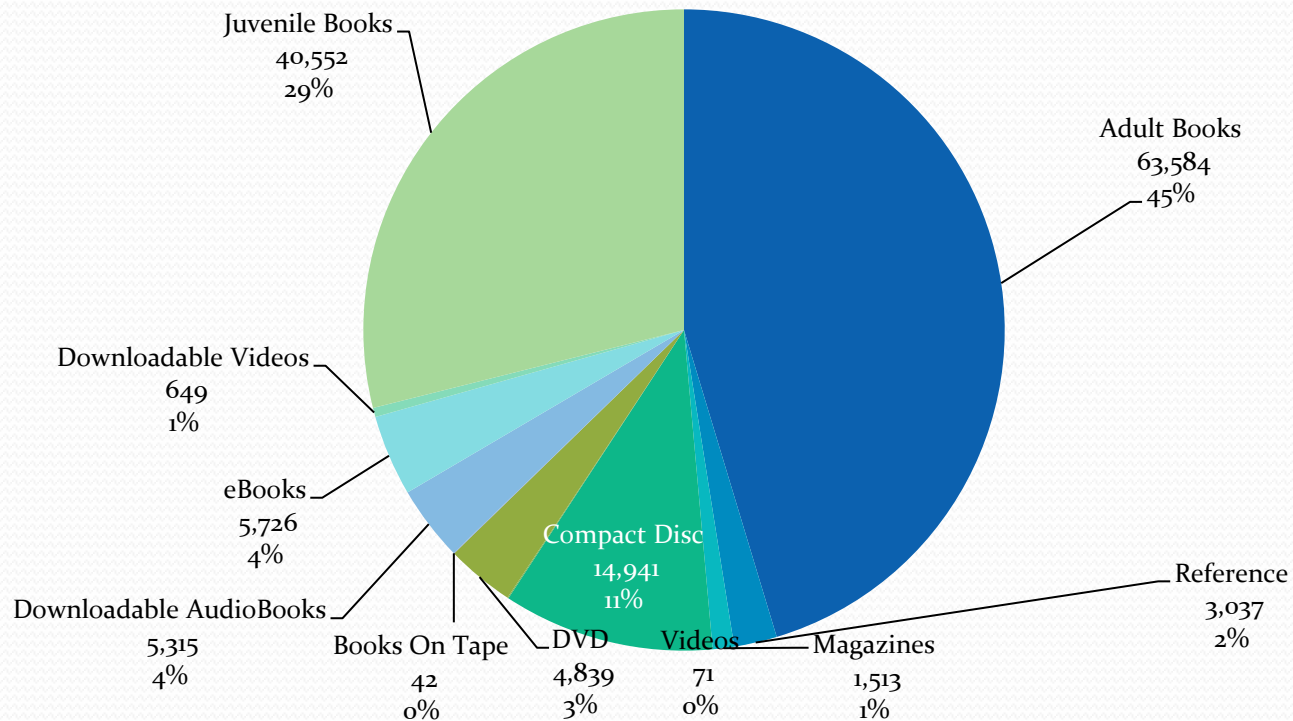
Hours of Operations

- 63 hours per week in 2001
- 60 hours per week in 2008
- 59 hours per week in 2009

SPL Collection Breakdown

Collection Profile Snapshot

02 Nov 2011



Collections

Circulating Collection

- Currently 115,468 items in the circulating collection.
- Circulating Collection size has remained consistent in size with previous years given the available space.
- 107,000 items average over the period 2001-2010.

Collections

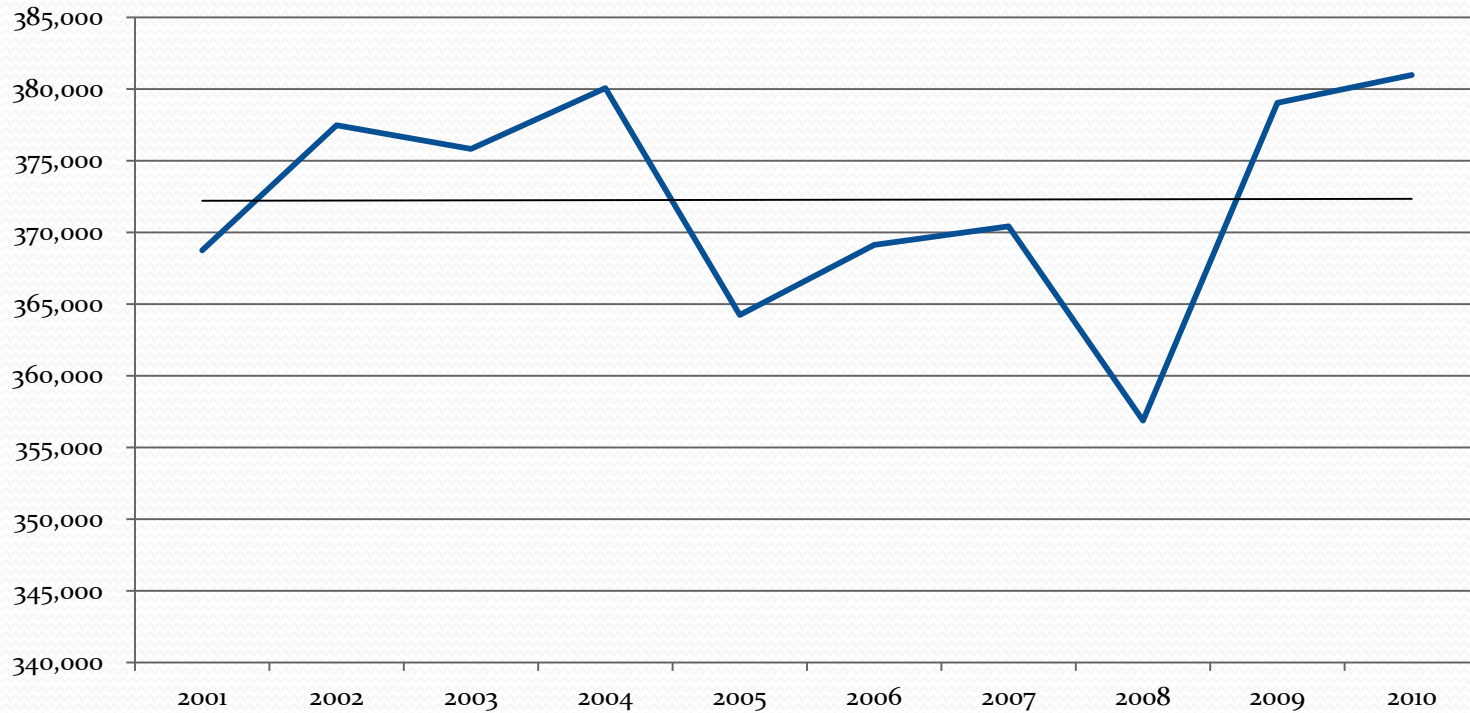
Reference Collection (non-circulating)

- Decreased by 20% in reference titles held over the period 2001-2011.
- Many government publications are available only online now.

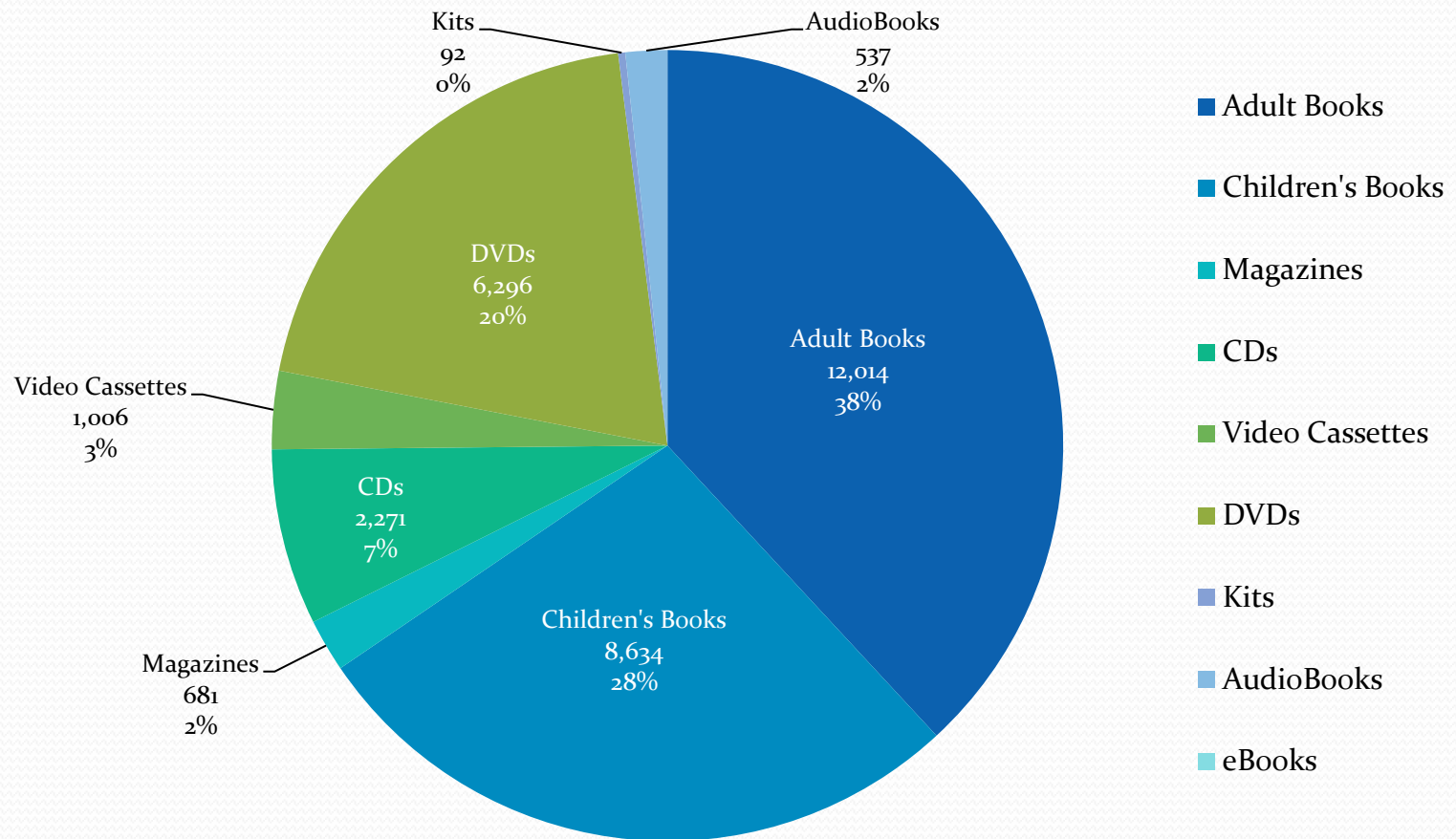
Circulation

- Typically 10% of the Circulation Collection is checked out at any one time from the Library.
- Annual Circulation (2001-2011)
 - peaked in 2010 at 380,968
 - low point in 2008 at 356,872
- Trend is flat over the period 2001-2011.

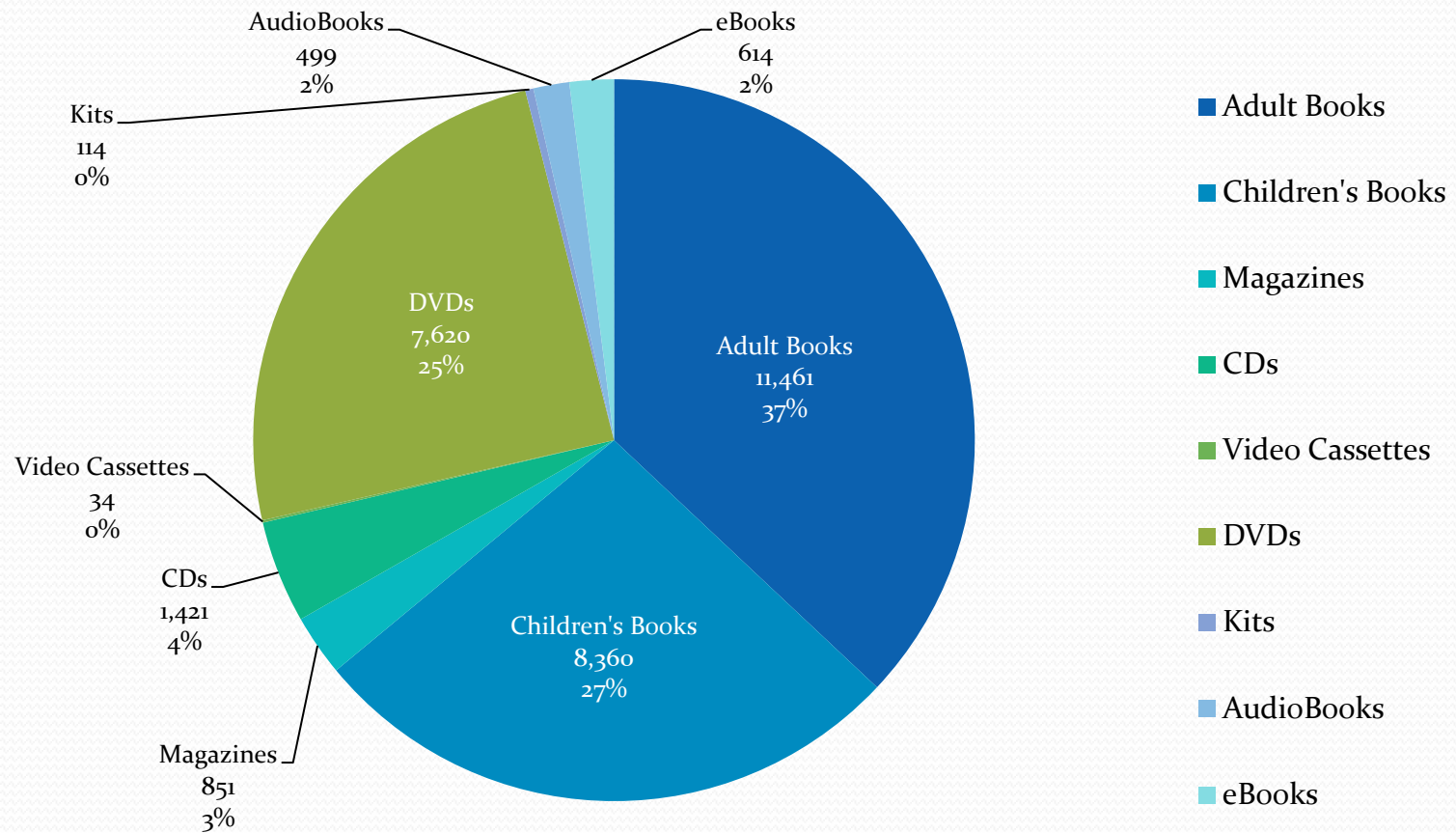
Circulation 2001-2010



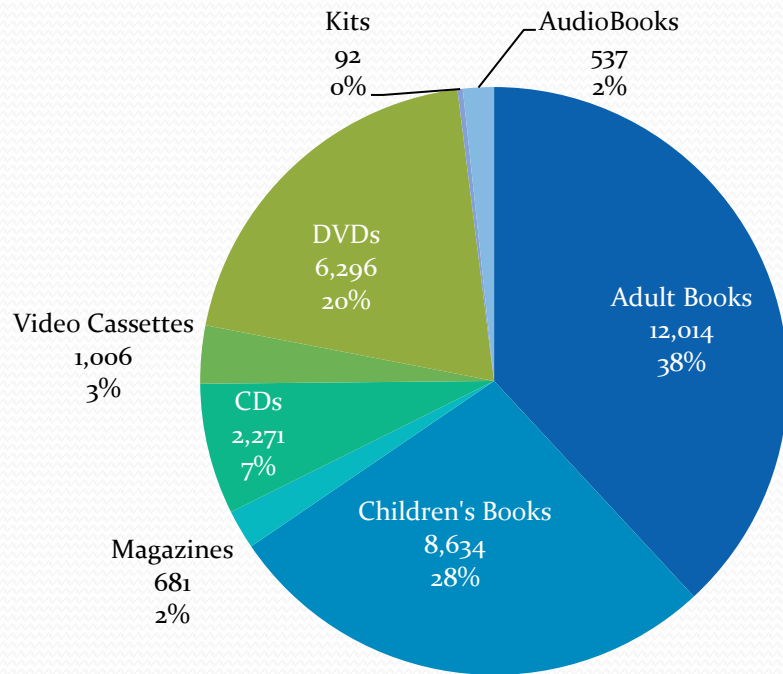
Monthly Circulation – Nov 2009



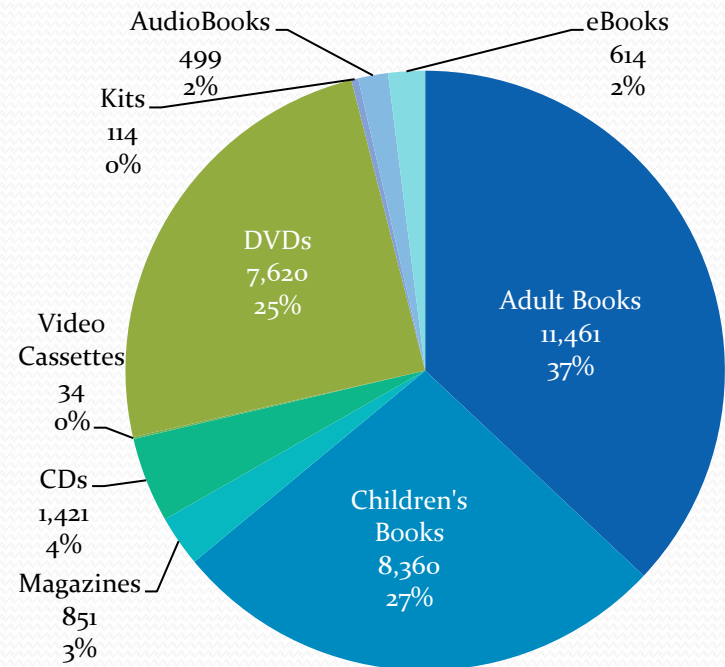
Monthly Circulation – Oct 2011



Circulation



Circulation
November 2009



Circulation
October 2011

Access

- Physical visits to the Library average at 4,000 per week and have remained consistent during the period 2001-2011. (Based on Survey Week samplings)
- Virtual visits to the Library's home page have increased 10% between 2001 and 2010 with an average of 116,242 visits per year during this period.

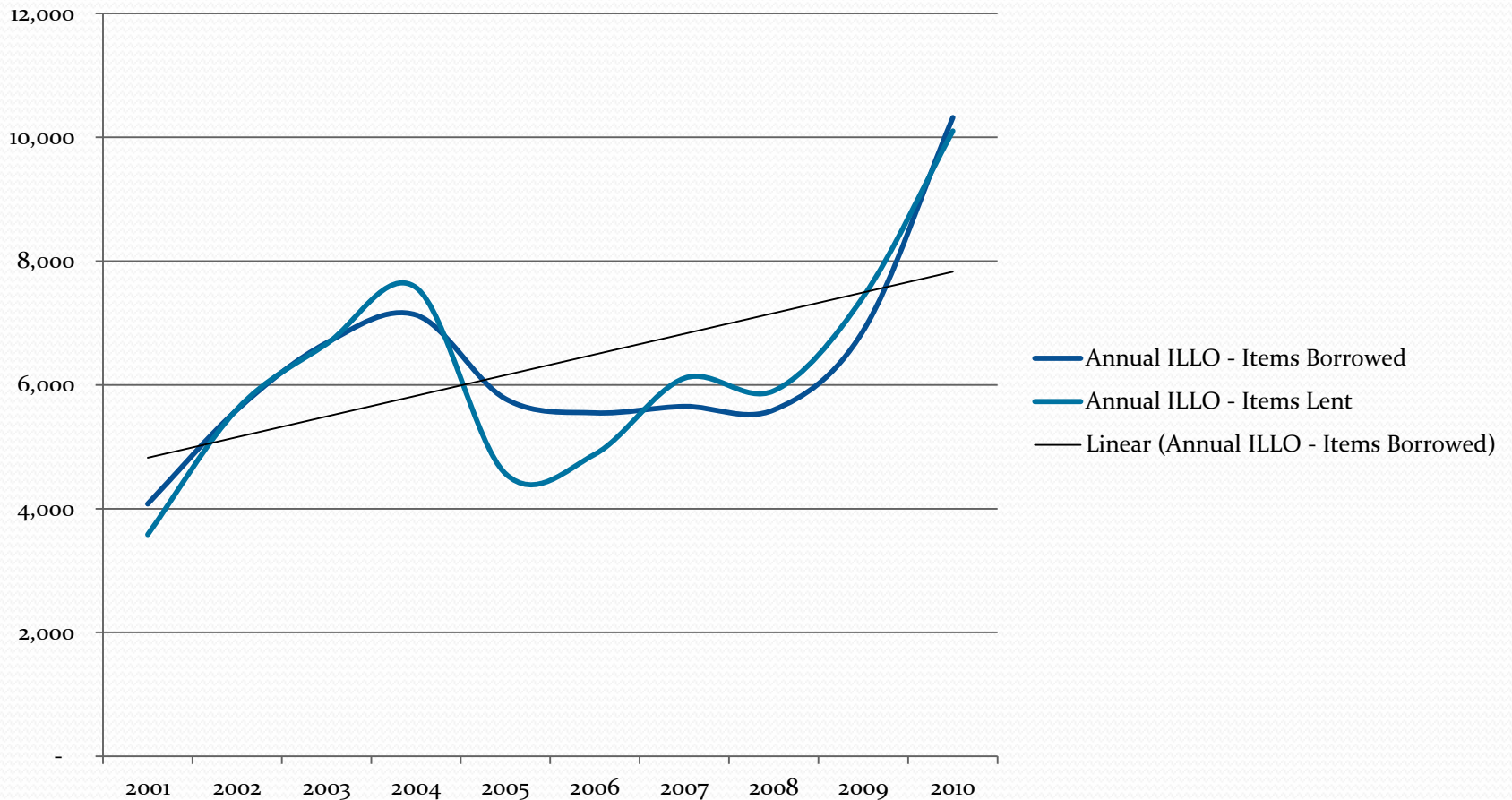
BiblioCommons

- 958,644 catalogue views in 2011 YTD.
- 4,164 unique visitors average each month.
- 158 unique virtual user visits per day.

Requests

- Requests placed online by patrons increasing.
 - 2009 - 21,519 requests
 - 2010 – 37,927 requests
- Increase reflects the growing use of computers by patrons and the easy-of-use of the BiblioCommons online catalogue interface.

Interloan Activity 2001-2010

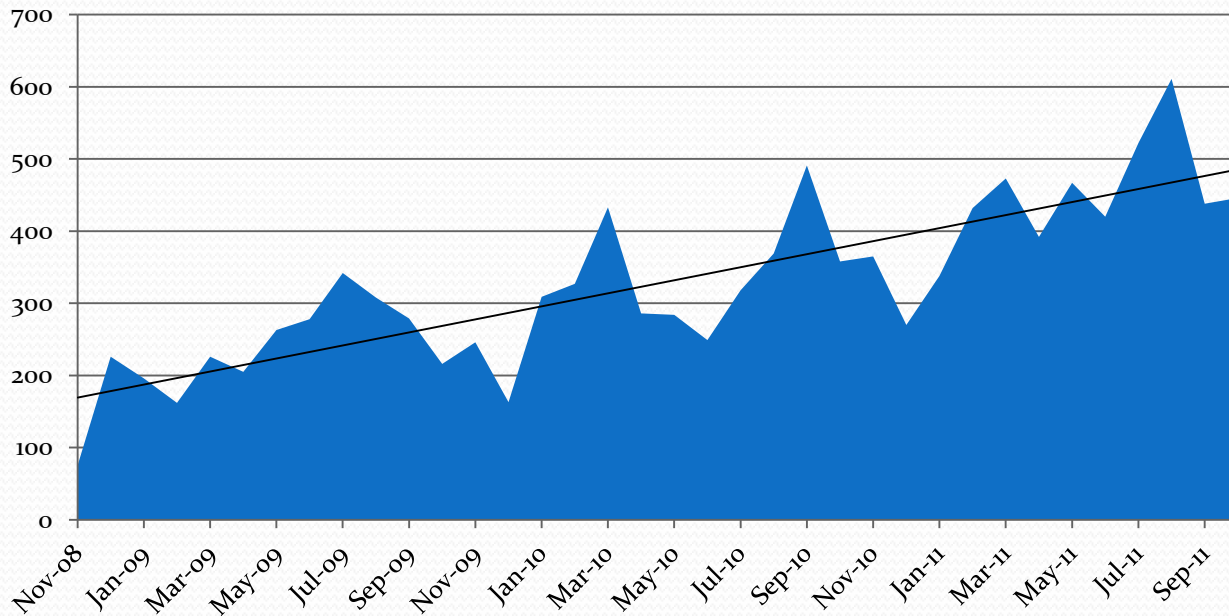


Public Internet Station Usage

- Useful Stations for the period of 2007 to 2010:
 - average of 27,921 sessions per year
 - Average of 13,764 hours per year
- In 2010 – 21,313 sessions (11,317 hours).
- Peak in 2008 with 30,832 sessions (14,865 hours).
- Overall trend is declining.

Public Wireless Usage

Wireless Access at SPL (Nov 2008 – Oct 2011)



- Average of 327 logins per month.
- Peaks during the Summer.

Reference Questions

- Reference Questions in 2010 are down 80% over 2001.
- Fewer but more complex and time intensive.
- Notable increase in technology based questions and request for assistance with devices (ebooks, MP3 players)

HomeBound Service

- Serves a base of 40 patrons which peaked as high as 60.
- An average of 513 deliveries per year were made during the period of 2004 to 2010.

Program Attendance

- Attendance doubled in 2010 over 2001.
- Number of programs increased by about a third during the period 2001-2010.

Revenues

- Revenues from fines, fees and programming has declined over the period from \$36,900 in 2005, peaking in 2007 at \$41,725, to \$30,036 in 2010.
- Fines have remained relatively constant with a drop in 2010 by \$4,000 from the previous year.
 - Effect of BiblioCommons overdue pre-notice email service.
 - Loss of public space.



Questions