

Our Community's Use of Lincoln Public Library Services

September – December 2014 compared to September – December 2013

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2014 compared to 2013

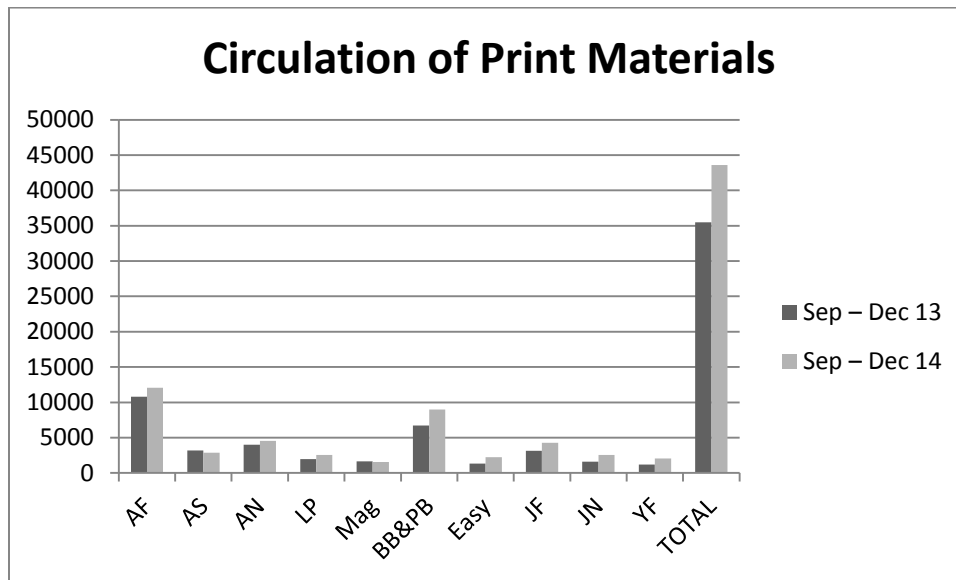
Prepared by Janice Coles, Deputy CEO

January 13, 2015

Circulation of Print Materials

1. Sep – Dec 2013 & Sep – Dec 2014

	AF	AS	AN	LP	Mag	BB&PB	Easy	JF	JN	YF	ALL
<i>Sep – Dec 13</i>	10790	3203	3976	1957	1649	6713	1309	3123	1585	1173	35478
<i>Sep – Dec 14</i>	12055	2849	4544	2548	1550	8984	2234	4280	2526	2048	43618
<i># change</i>	1265	-354	568	591	-99	2271	925	1157	941	875	8140
<i>% change</i>	11.72%	-11.05%	14.29%	30.20%	-6.00%	33.83%	70.66%	37.05%	59.37%	74.60%	22.94%



AF = Adult hardcover and trade paperback fiction; all languages except French

AS = Adult mass market fiction paperbacks

AN = Adult Non-fiction. Includes Oversize, Reference, Parenting, Watt Meters, Pedometers & Local History

LP = Large Print, Fiction and Non-Fiction

Mag = Magazines

BB&PB = Board Books & Picture Books. Includes Holiday collection, Children's Programming and Story Hour.

Easy = Easy Readers

JF = Juvenile hardcover and softcover Fiction, and French books

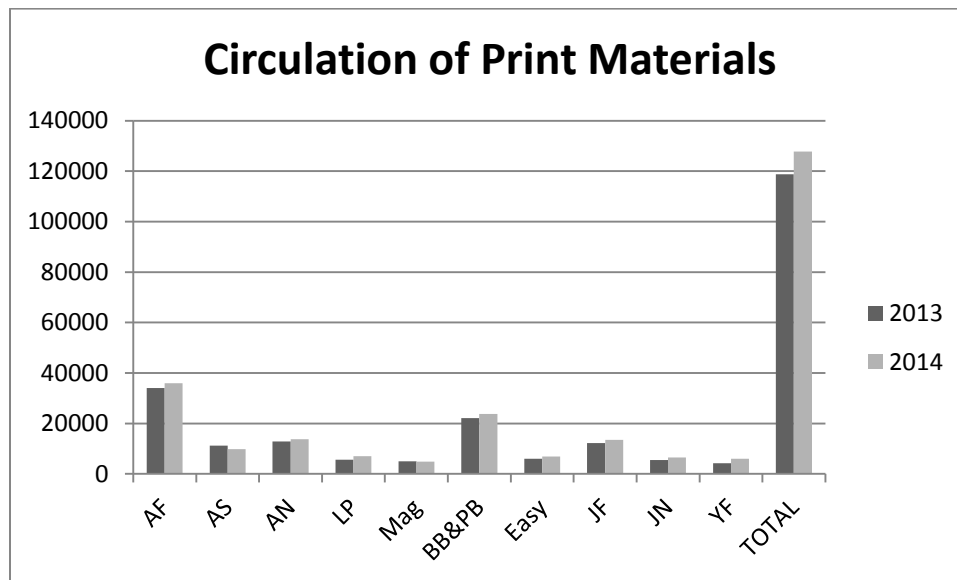
JN = Juvenile Non-fiction. Includes Reference and Fairy Tales.

YF = Young Adult Fiction, plus all Graphic Novels

Circulation of Print Materials

2. 2013 & 2014

	AF	AS	AN	LP	Mag	BB&PB	Easy	JF	JN	YF	ALL
2013	34015	11169	12903	5635	5008	22142	5934	12170	5516	4223	118715
2014	35890	9788	13726	6979	4795	23801	6905	13492	6443	5971	127790
# change	1875	-1381	823	1344	-213	1659	971	1322	927	1748	9075
% change	5.51%	-12.36%	6.38%	23.85%	-4.25%	7.49%	16.36%	10.86%	16.81%	41.39%	7.64%



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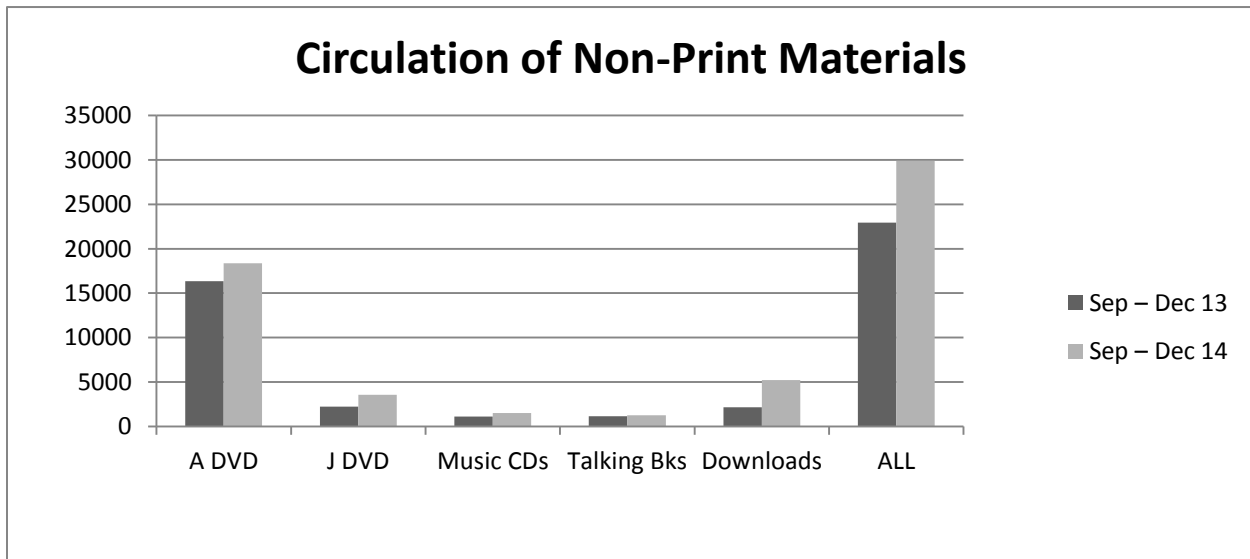
Our Community's Use of Lincoln Public Library Services Circulation of Non-Print Materials

1. Sep – Dec 2013 & Sep – Dec 2014

	A DVD	J DVD	Music CDs	Talking Books	Downloads	ALL
<i>Sep – Dec 13</i>	16330	2217	1102	1144	2134	22927
<i>Sep – Dec 14</i>	18378	3555	1501	1259	5205	29898
<i># change</i>	2048	1338	399	115	3071	6971
<i>% change</i>	12.54%	60.35%	36.21%	10.05%	143.91%	30.41%

A DVD & J DVD – both include DVDs and Blu-Rays

Downloads – includes e-books and audiobooks from OverDrive and Tumblebooks

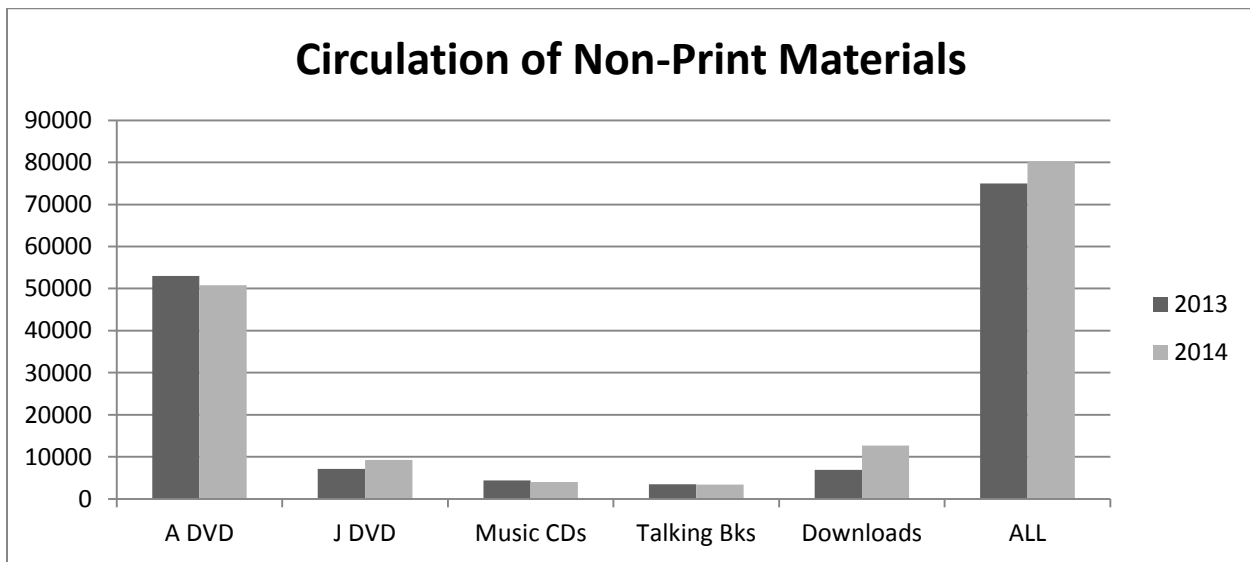


Our Community's Use of Lincoln Public Library Services Circulation of Non-Print Materials

2. 2013 & 2014

	A DVD	J DVD	Music CDs	Talking Bks	Downloads	ALL
<i>2013</i>	53017	7105	4399	3516	6925	74962
<i>2014</i>	50759	9252	3987	3412	12722	80132
<i># change</i>	-2258	2147	-412	-104	5797	5170
<i>% change</i>	-4.26%	30.22%	-9.37%	-2.96%	83.71%	6.90%

A DVD & J DVD – both include DVDs and Blu-Rays
Downloads – includes e-books and audiobooks



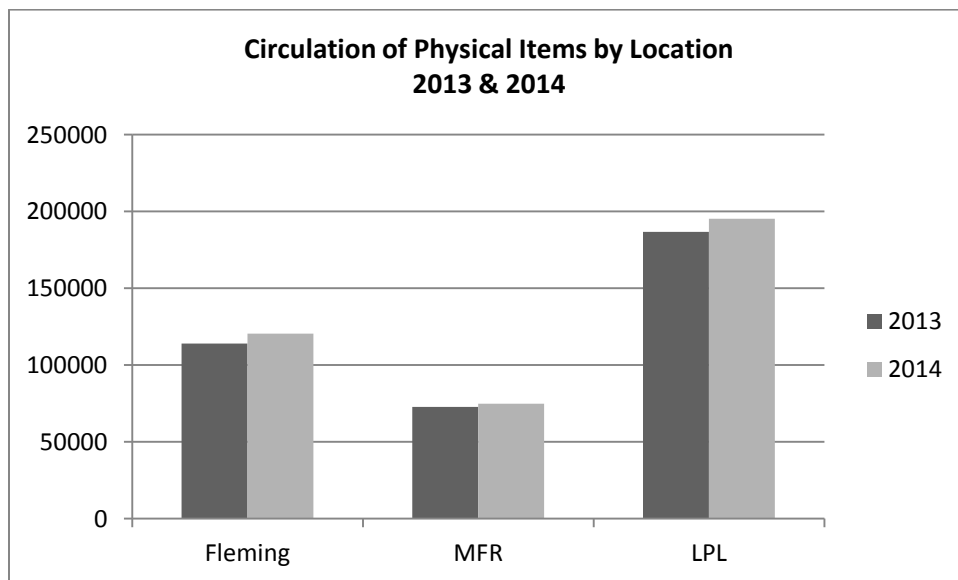
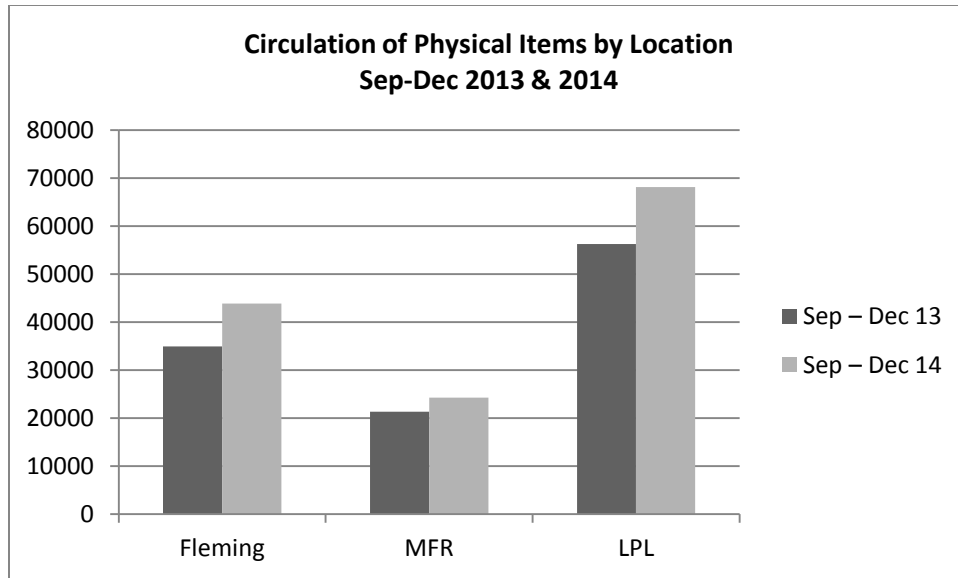
Total Circulation of Physical Items by Format and Location

1. September - December 2013 & 2014

	Fleming		MFR		LPL				
	S-D 2013	S-D 2014	Percentage	S-D 2013	S-D 2014	Percentage	S-D 2013	S-D 2014	Percentage
Adult Print	11015	12763	15.87%	8911	9233	3.61%	19926	21996	10.39%
Children's Print	8267	11986	44.99%	4463	5858	31.26%	12730	17844	40.17%
Youth Print	830	1415	70.48%	343	633	84.55%	1173	2048	74.60%
Magazines	1198	1018	-15.03%	451	532	17.96%	1649	1550	-6.00%
Adult DVD	10669	12031	12.77%	5661	6347	12.12%	16330	18378	12.54%
Children's DVDs	1401	2648	89.01%	816	907	11.15%	2217	3555	60.35%
Music CDs	844	1177	39.45%	258	324	25.58%	1102	1501	36.21%
Adult TB	620	733	18.23%	416	382	-8.17%	1036	1115	7.63%
Children's TB	76	88	15.79%	32	56	75.00%	108	144	33.33%
TOTALS	34920	43859	25.60%	21351	24272	13.68%	56271	68131	21.08%

2. Full Year 2013 & 2014

	Fleming		MFR		LPL				
	2013	2014	Percentage	2013	2014	Percentage	2013	2014	Percentage
Adult Print	34779	37069	6.58%	28943	29314	1.28%	63722	66383	4.18%
Children's Print	29085	31837	9.46%	16677	18804	12.75%	45762	50641	10.66%
Youth Print	3010	3984	32.36%	1213	1987	63.81%	4223	5971	41.39%
Magazines	3621	3174	-12.34%	1387	1621	16.87%	5008	4795	-4.25%
Adult DVD	33301	32978	-0.97%	19716	17781	-9.81%	53017	50759	-4.26%
Children's DVDs	4617	6303	36.52%	2488	2949	18.53%	7105	9252	30.22%
Music CDs	3423	3017	-11.86%	976	970	-0.61%	4399	3987	-9.37%
Adult TB	1881	1777	-5.53%	1206	1176	-2.49%	3087	2953	-4.34%
Children's TB	297	290	-2.36%	132	169	28.03%	429	459	6.99%
TOTALS	114014	120429	5.63%	72738	74771	2.79%	186752	195200	4.52%



Notes on the Circulation Statistics:

Before the new building opened, circulation was down, but even with decreased circulation at the beginning of 2014, we ended the year with an increase, due in large part to the almost 26% increase at Fleming in the last four months of the year, as compared to the last four months of 2013. It is interesting to note that circulation at MFR has increased as well. Also, print material circulation is up more than non-print.

Adult mass market paperback circulation is down; the traditional readers of this portable format have likely made the move to e-books. Overall magazine circulation is down at Fleming but up at MFR. This could be because the magazines aren't as visible in the new library as they were in the old, and/or people are reading them more in the new library, since there are more comfortable chairs.

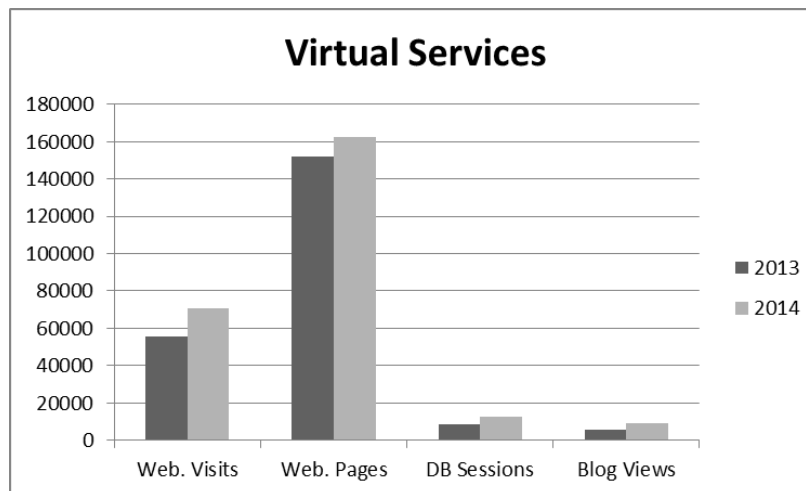
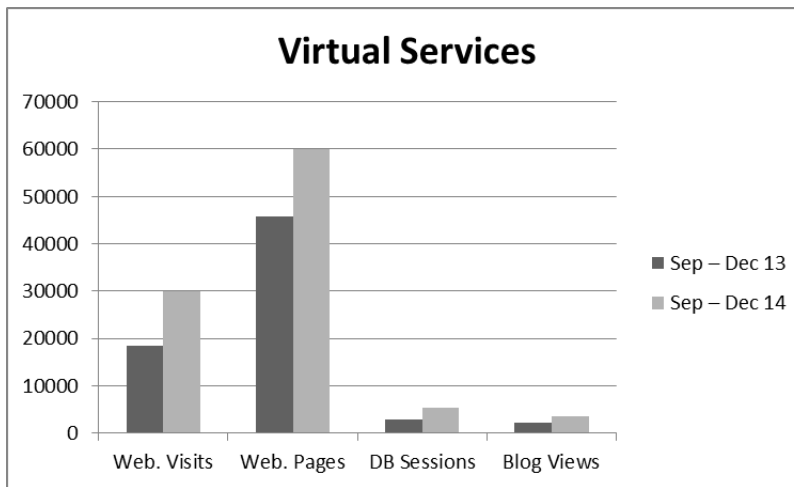
Our Community's Use of Lincoln Public Library Services Virtual Services

1. Sep – Dec 2013 & Sep – Dec 2014

2. 2013 & 2014

	Website visits	Website pages viewed	Database sessions	Blog views
<i>Sep – Dec 13</i>	18356	45814	2855	2310
<i>Sep – Dec 14</i>	29883	60092	5328	3474
<i># change</i>	11527	14278	2473	1164
<i>% change</i>	62.80%	31.17%	86.62%	50.39%

<i>2013</i>	55438	152190	8854	5941
<i>2014</i>	70615	162231	12638	9211
<i># change</i>	15177	10041	3784	3270
<i>% change</i>	27.38%	6.60%	42.74%	55.04%



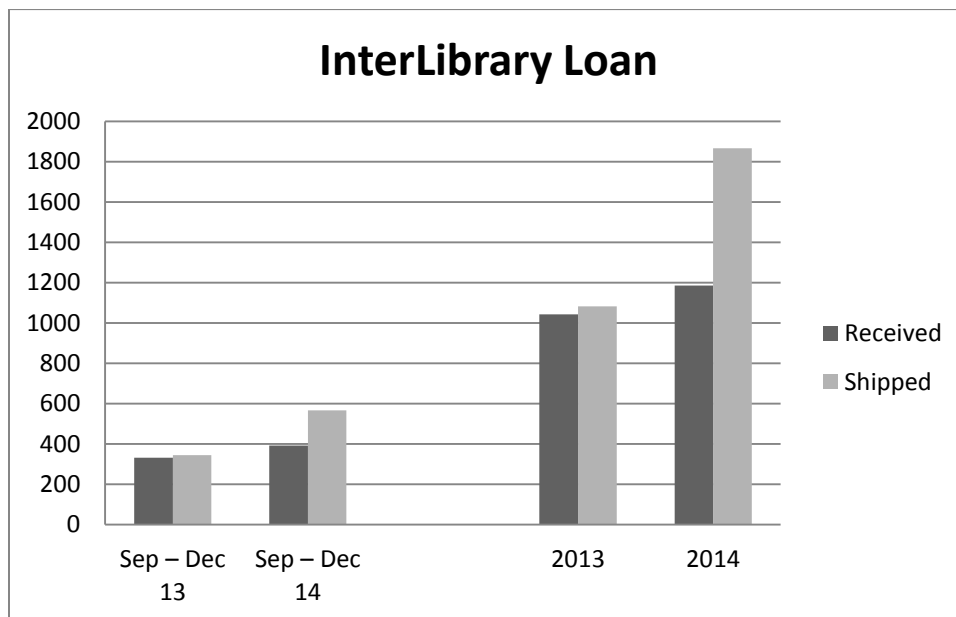
Our Community's Use of Lincoln Public Library Services

InterLibrary Loan

1. Sep – Dec 2013 & Sep – Dec 2014
2. 2013 & 2014

InterLibrary Loan		
	Received	Shipped
<i>Sep – Dec 13</i>	331	344
<i>Sep – Dec 14</i>	391	566
<i># change</i>	60	222
<i>% change</i>	18%	65%

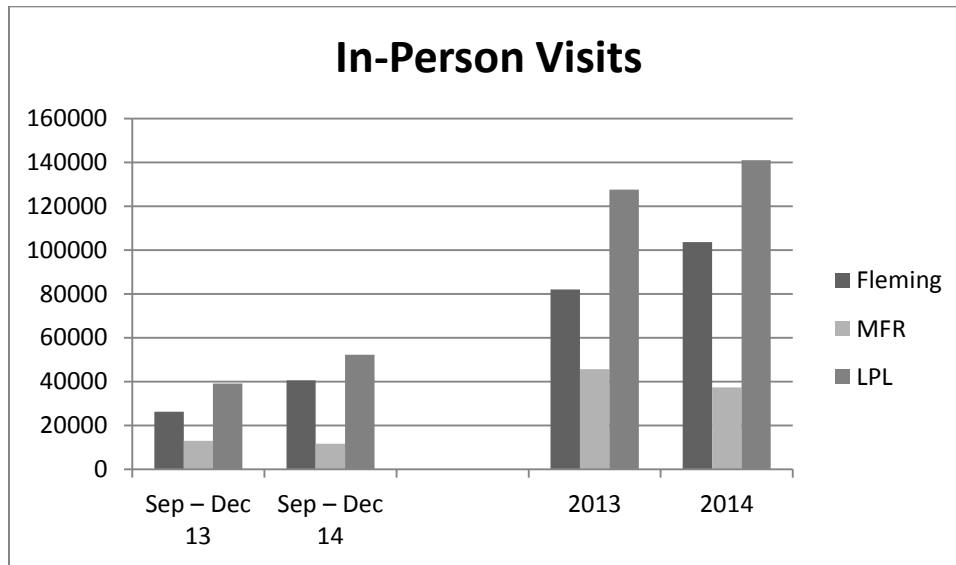
InterLibrary Loan		
	Received	Shipped
<i>2013</i>	1042	1082
<i>2014</i>	1186	1866
<i># change</i>	144	784
<i>% change</i>	14%	72%



Our Community's Use of Lincoln Public Library Services Use of Facilities – In-person Visits

1. Sep – Dec 2013 & Sep – Dec 2014
2. 2013 & 2014

	Fleming	MFR	LPL
Sep – Dec 13	26151	12888	39039
Sep – Dec 14	40597	11681	52278
# change	14446	-1207	13239
% change	55.24%	-9.37%	33.91%
2013			
2013	81979	45605	127584
2014	103646	37306	140952
# change	21667	-8299	13368
% change	26.43%	-18.20%	10.48%



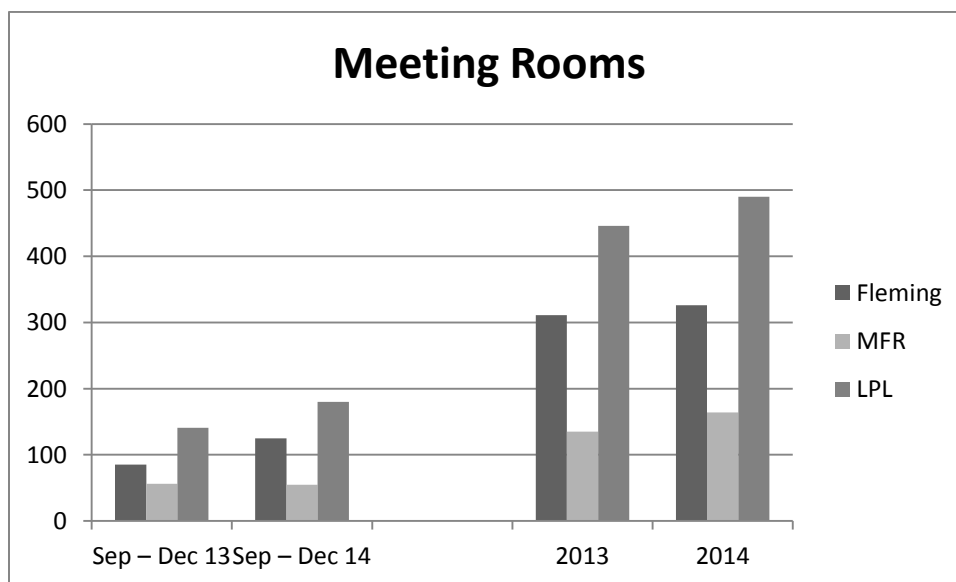
Our Community's Use of Lincoln Public Library Services

Use of Facilities – Meeting Rooms

1. Sep – Dec 2013 & Sep – Dec 2014
2. 2013 & 2014

	Fleming	MFR	LPL
Sep – Dec 13	85	56	141
Sep – Dec 14	125	55	180
# change	40	-1	39
% change	47.06%	-1.79%	27.66%

	Fleming	MFR	LPL
2013	311	135	446
2014	326	164	490
# change	15	29	44
% change	4.82%	21.48%	9.87%



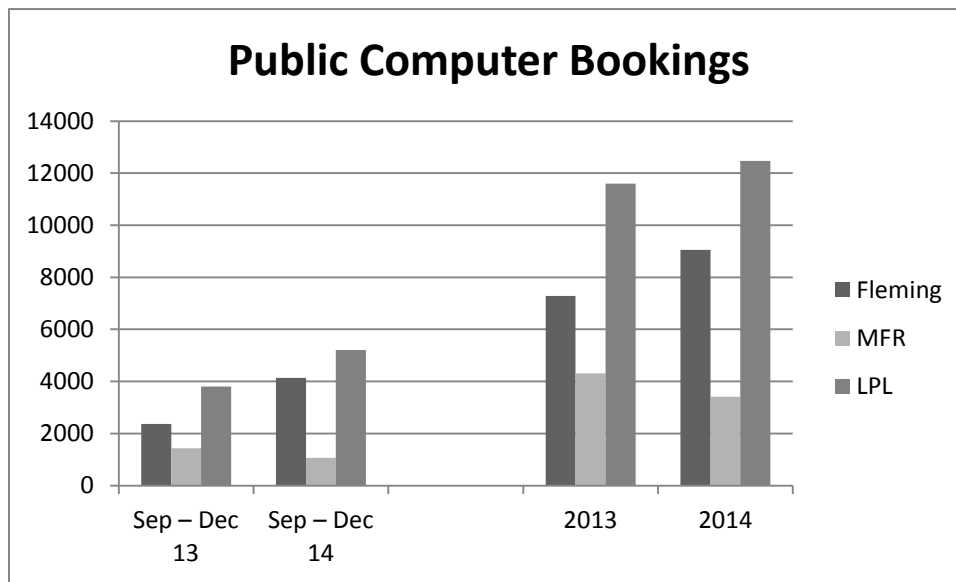
Note that these statistics do not include the use of Meeting Room A at the new library, as that is booked by Town staff. Despite that, overall meeting room use is up at both libraries. Clearly, the Study Room at the new library is proving to be popular. In addition to being used for small programs (Chess Club, Scrabble Club, Book Club), it is often used for private study.

Our Community's Use of Lincoln Public Library Services

Use of Computers

1. Sep – Dec 2013 & Sep – Dec 2014
2. 2013 & 2014

	Fleming	MFR	LPL
Sep – Dec 13	2371	1434	3805
Sep – Dec 14	4139	1062	5201
<i># change</i>	1768	-372	1396
<i>% change</i>	74.57%	-25.94%	36.69%
2013	7278	4315	11593
2014	9056	3413	12469
<i># change</i>	1778	-902	876
<i>% change</i>	24.43%	-20.90%	7.56%



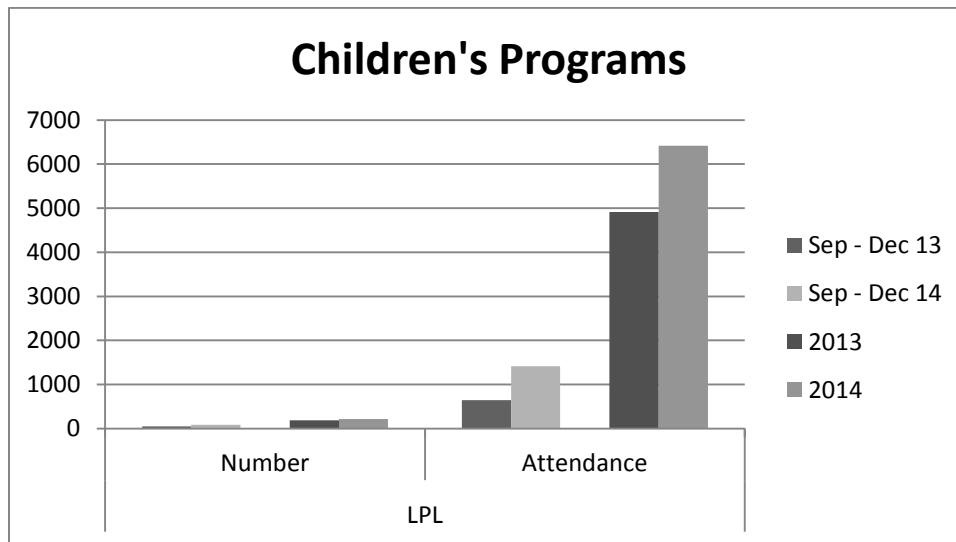
The Fleming increases show how much busier the new library is. While the annual increase was 24%, the four-month increase was almost 75%, showing that most of the growth was after the new building opened. Use at MFR has decreased; many patrons bring in their laptops and use the wifi connection.

Our Community's Use of Lincoln Public Library Services Children's Programs

1. Sep – Dec 2013 & Sep – Dec 2014
2. 2013 & 2014

	Fleming		MFR		Both		LPL	
	Number	Attendance	Number	Attendance	Number	Attendance	Number	Attendance
Sep - Dec 13	31	427	17	222	0	0	48	649
Sep - Dec 14	57	1014	32	400	0	0	89	1414
# change	26	587	15	178	0	0	41	765
% change	83.87%	137.47%	88.24%	80.18%	n/a	n/a	85.42%	117.87%
2013	104	1590	61	774	24	2549	189	4913
2014	121	2644	86	1244	10	2529	217	6417
# change	17	1054	25	470	-14	-20	28	1504
% change	16.35%	66.29%	40.98%	60.72%	-58.33%	-0.78%	14.81%	30.61%

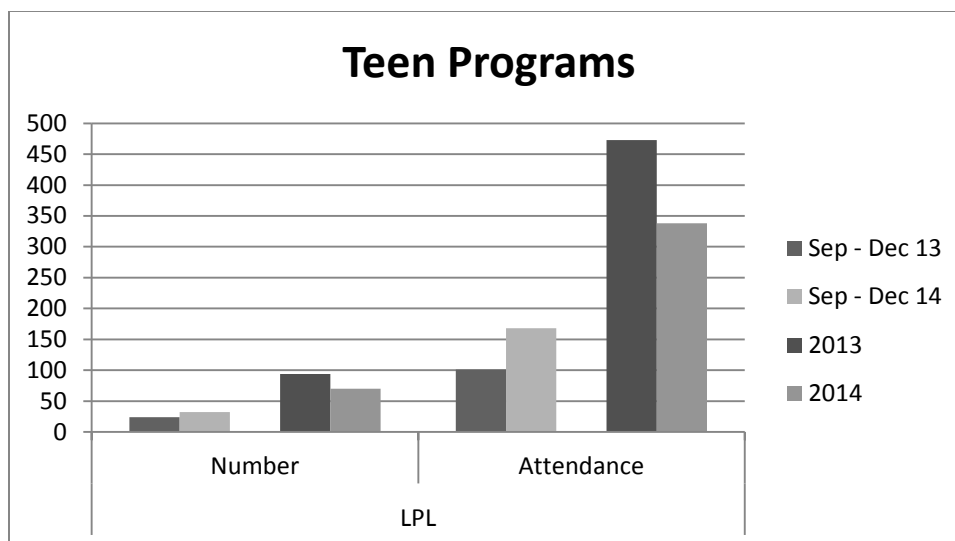
Note that 'Both' includes TD SRC School Visits and Final Parties.



Our Community's Use of Lincoln Public Library Services Teen Programs

1. Sep – Dec 2013 & Sep – Dec 2014
2. 2013 & 2014

	Fleming		MFR		LPL	
	Number	Attendance	Number	Attendance	Number	Attendance
Sep - Dec 13	24	101	0	0	24	101
Sep - Dec 14	32	168	0	0	32	168
<i># change</i>	8	67	0	0	8	67
<i>% change</i>	33.33%	66.34%	n/a	n/a	33.33%	66.34%
2013	94	473	0	0	94	473
2014	66	291	4	47	70	338
<i># change</i>	-28	-182	4	47	-24	-135
<i>% change</i>	-29.79%	-38.48%	n/a	n/a	-25.53%	-28.54%

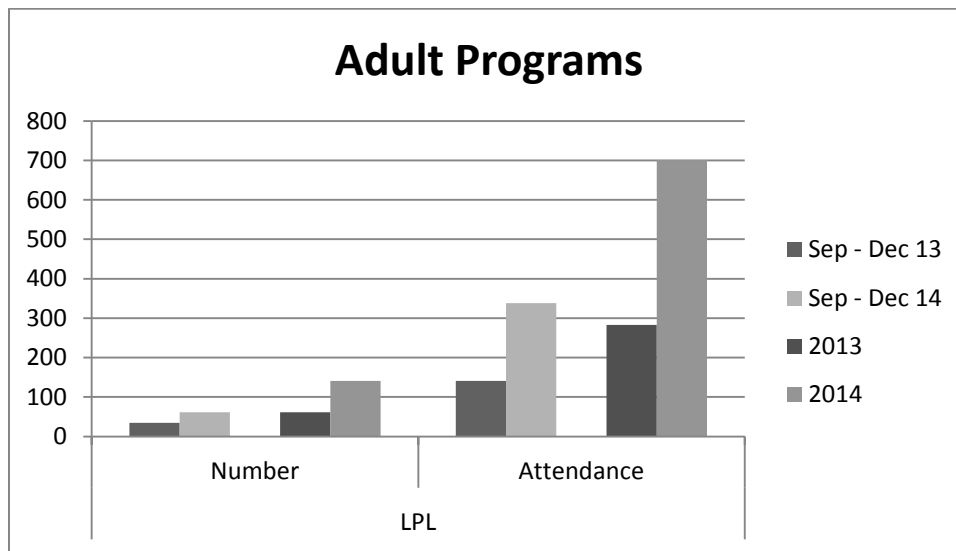


While overall offerings and attendance are down for the year-to-year comparison, it is clear from the statistics for the last four months of the year that teens have been coming to programs at the new library.

Our Community's Use of Lincoln Public Library Services Adult Programs

1. Sep – Dec 2013 & Sep – Dec 2014
2. 2013 & 2014

	Fleming		MFR		LPL	
	Number	Attendance	Number	Attendance	Number	Attendance
Sep - Dec 13	35	141	0	0	35	141
Sep - Dec 14	54	312	7	26	61	338
<i># change</i>	19	171	7	26	26	197
<i>% change</i>	54.29%	121.28%	n/a	n/a	74.29%	139.72%
2013	61	283	0	0	61	283
2014	123	623	18	78	141	701
<i># change</i>	62	340	18	78	80	418
<i>% change</i>	101.64%	120.14%	n/a	n/a	131.15%	147.70%

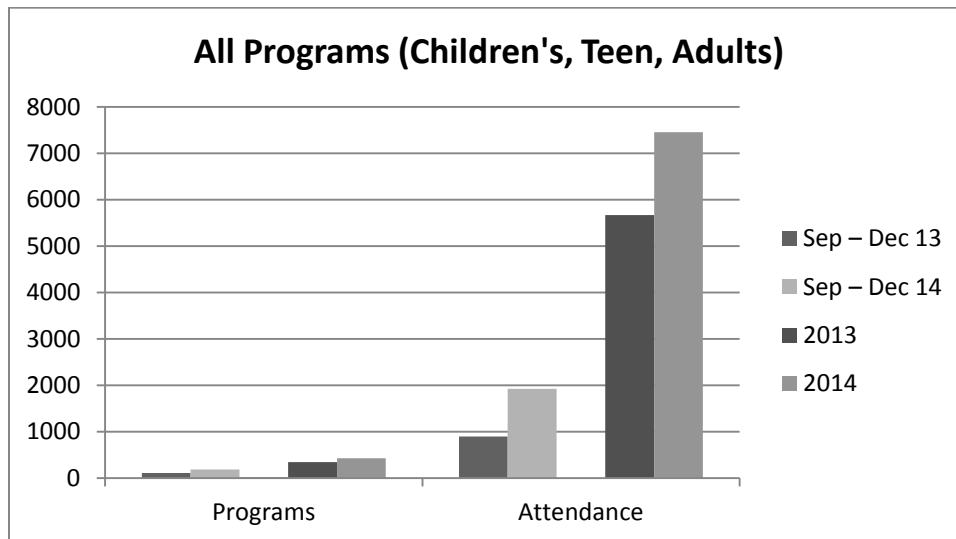


The addition of programs like Tech Time and the Adult Book Club at MFR have helped increase these numbers. As well, the Chess and Scrabble Clubs have grown in popularity.

Our Community's Use of Lincoln Public Library Services All Programs

1. Sep – Dec 2013 & Sep – Dec 2014
2. 2013 & 2014

	Programs	Attendance
Sep – Dec 13	107	891
Sep – Dec 14	182	1920
<i># change</i>	75	1029
<i>% change</i>	70.09%	115.49%
2013	344	5669
2014	428	7456
<i># change</i>	84	1787
<i>% change</i>	24.42%	31.52%



Attendance at programs has grown at a faster rate than that of the number of programs offered, showing that we are offering programs that appeal to the residents of Lincoln.

Our Community's Use of Lincoln Public Library Services

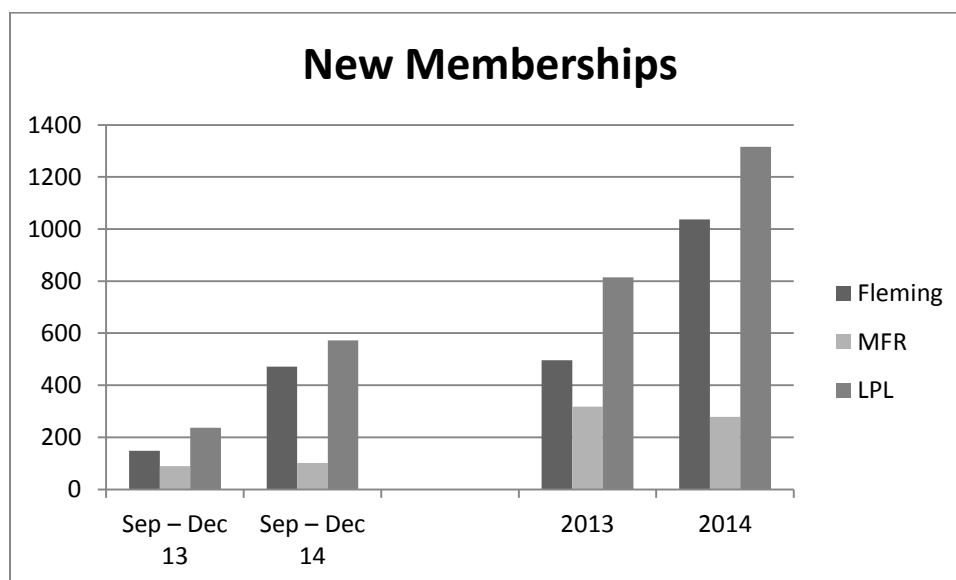
New Memberships

1. Sep – Dec 2013 & Sep – Dec 2014

2. 2013 & 2014

	New Memberships		
	Fleming	MFR	LPL
<i>Sep – Dec 13</i>	148	89	237
<i>Sep – Dec 14</i>	471	101	572
<i># change</i>	323	12	335
<i>% change</i>	218%	13%	141%

	New Memberships		
	Fleming	MFR	LPL
<i>2013</i>	496	318	814
<i>2014</i>	1037	279	1316
<i># change</i>	541	-39	502
<i>% change</i>	109.07%	-12.26%	61.67%



What can be said, except “If you build it, they will come.” Many of the new cards at Fleming have been for Internet use for people waiting for family members who are on the ice, and for people moving into the new homes near the library.

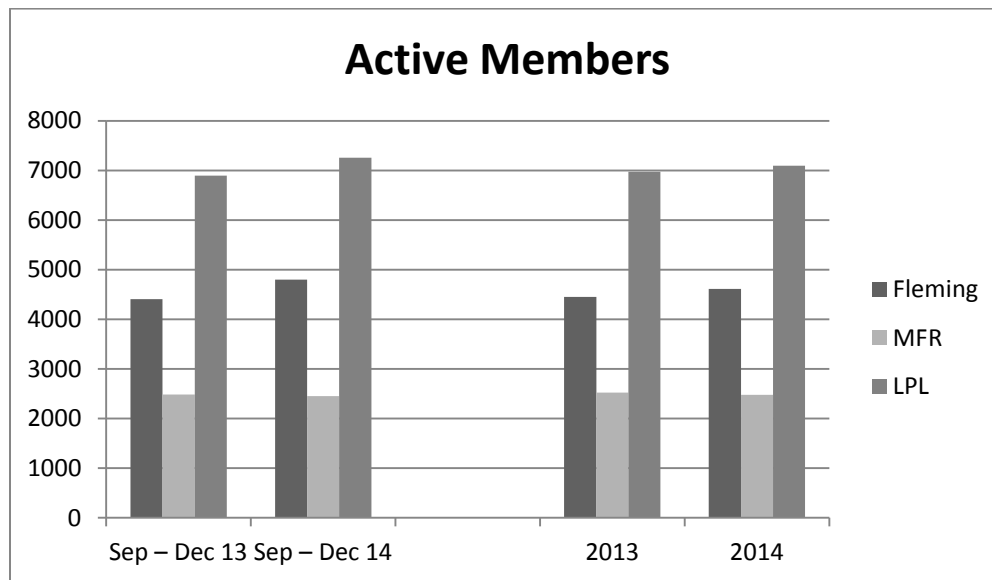
Our Community's Use of Lincoln Public Library Services

Active Members

1. Sep – Dec 2013 & Sep – Dec 2014

2. 2013 & 2014

	Fleming	MFR	LPL
Sep – Dec 13	4409	2486	6895
Sep – Dec 14	4801	2453	7254
<i># change</i>	392	-33	359
<i>% change</i>	8.89%	-1.32%	5.20%
2013	4454	2521	6975
2014	4613	2479	7092
<i># change</i>	159	-41	117
<i>% change</i>	3.57%	-1.64%	1.68%



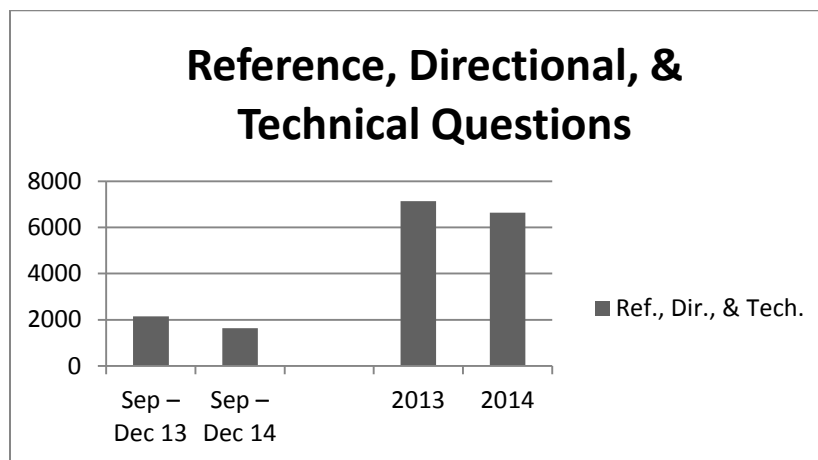
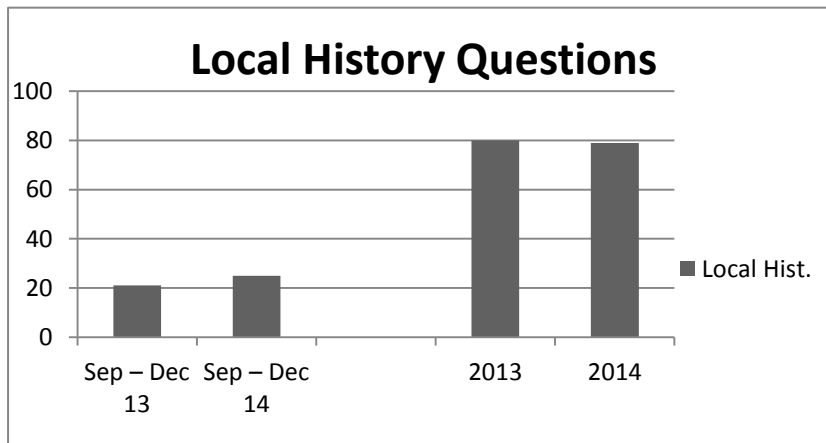
Interesting to note that fewer active users at MFR have borrowed more items.

Our Community's Use of Lincoln Public Library Services Queries

1. Sep – Dec 2013 & Sep – Dec 2014; 2. 2013 & 2014

	Local History Questions	Reference, Directional and Technical Questions
<i>Sep – Dec 13</i>	21	2147
<i>Sep – Dec 14</i>	25	1629
<i># change</i>	4	-518
<i>% change</i>	19.05%	-24.13%

<i>2013</i>	80	7137
<i>2014</i>	79	6634
<i># change</i>	1	-503
<i>% change</i>	-1.25%	-7.05%



Questions are likely down because everything else is up. It is a challenge for staff to remember to record queries when there are lineups.