

Children's Activities and Circulation

Averages are based on data from January-November 2023

Activity	Items Checked Out the Day Of	Average Checkouts	Distinct Patrons Day-Of	Average Distinct Patrons
Story Times	251	179	49	40
Lego Club	246	242	48	48
Code Club	251	251	48	48
Rubik's Cube Club	243	187	92	87
The Native Experience	194	187	84	87
Friday Fun	190	187	85	87
Summer Reading Activities	417	194	76	39
Dr. Seuss Birthday Party	407	199	74	49
"Well of Eida" Launch Party	183	188	128	123
Author Layne Wardell	230	188	96	123
Raptors at the Library!	224	187	86	87
Stuffy Day Camp	203	199	42	49
Jane Austen / Tiny Tea Party	265	187	103	87
Author Dennis Garcia	213	188	116	123



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metrics for studying the impact of children's programming on children's checkouts



1. Items Checked Out

These numbers are specific to materials coded to the children's area at Uintah County Library.



2. Distinct Patrons

These numbers are the individual accounts used to check the children's items out during the given time frames.

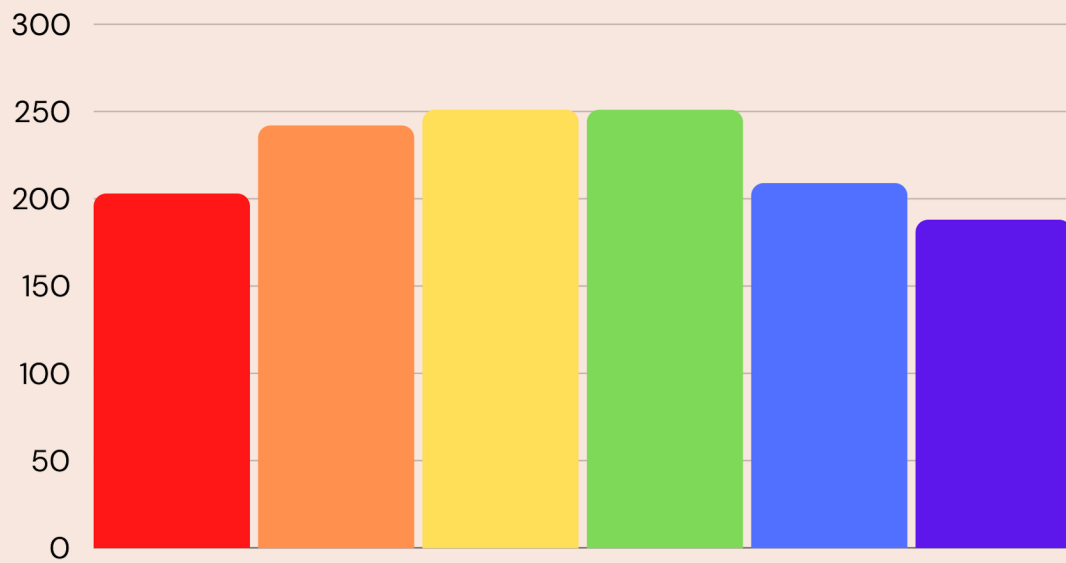


3. Items Per Patron

These numbers are found by dividing the number of checkouts by the number of patrons checking out during that time frame.

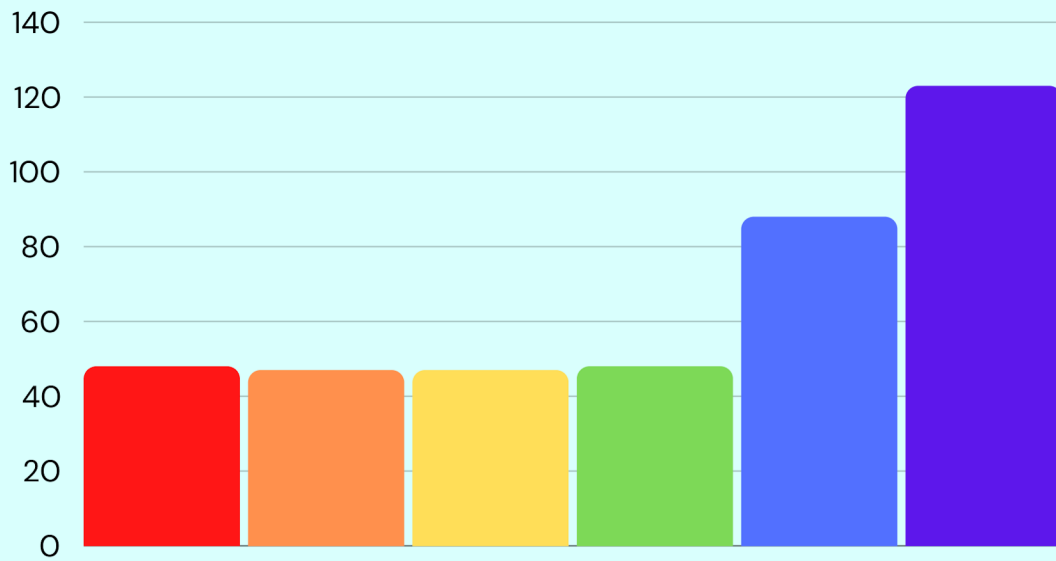
Design and Data Analysis by Stacia Watkins, Uintah County Library

DAILY CHECKOUT AVERAGES



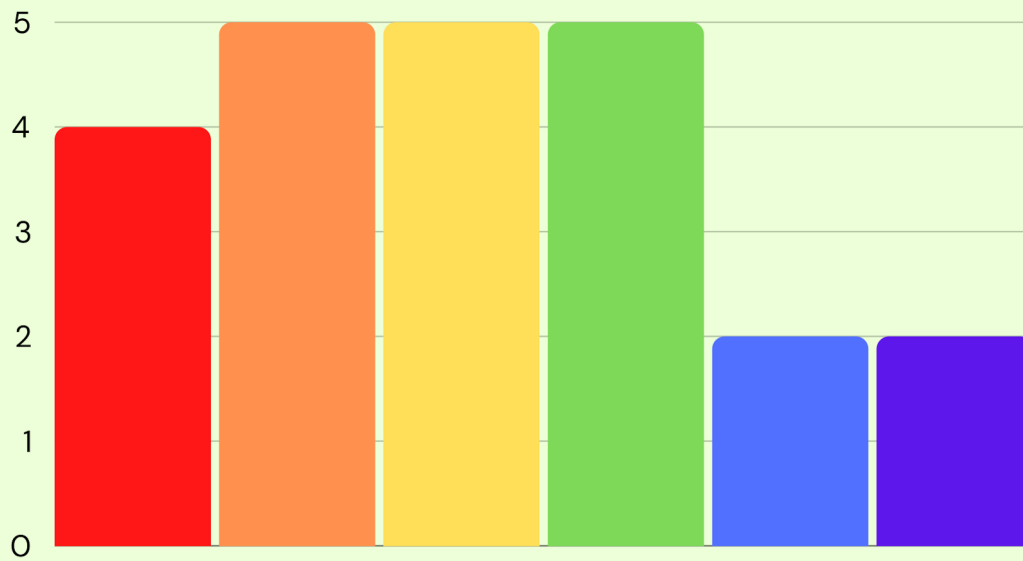
Comparing the number of children's items checked out from day to day, Tuesday, Wednesday, and Thursdays see the most checkouts.

DAILY DISTINCT ACCOUNT AVERAGES



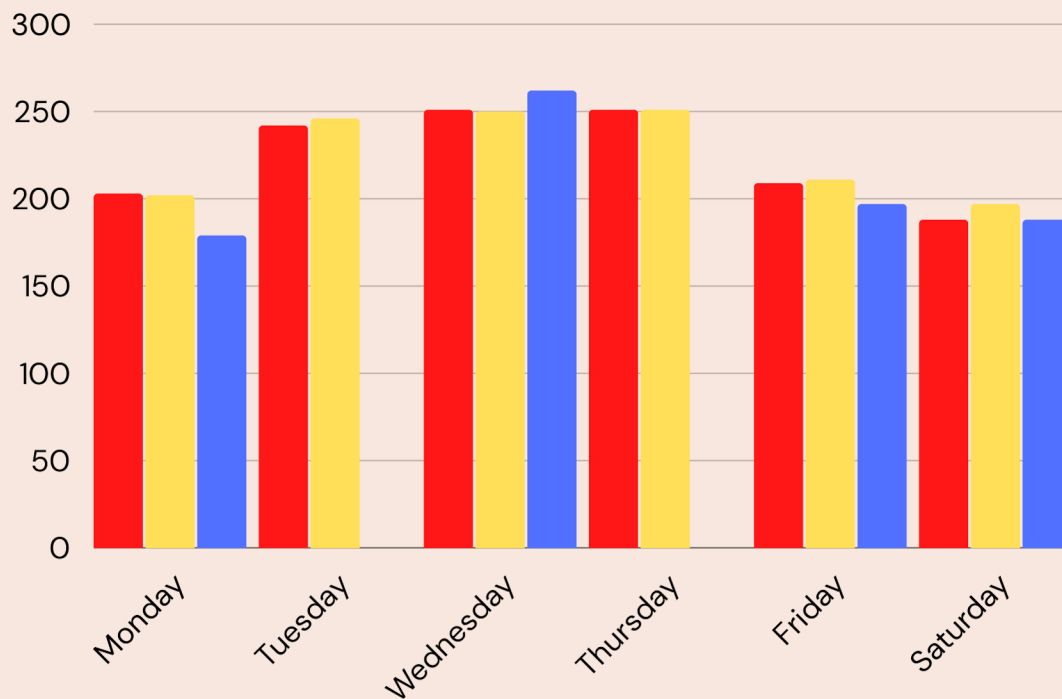
While more items are checked out on Tuesday, Wednesday and Thursday, we see a greater number of distinct patron accounts being used on Fridays and Saturdays.

DAILY ITEMS PER PATRON AVERAGES



The difference between the number of checkouts versus distinct patron accounts may indicate that a few accounts check out higher numbers of books earlier in the week, while more accounts check out fewer items over the weekend.

DAILY YEAR-TO-DATE CHECKOUT AVERAGES



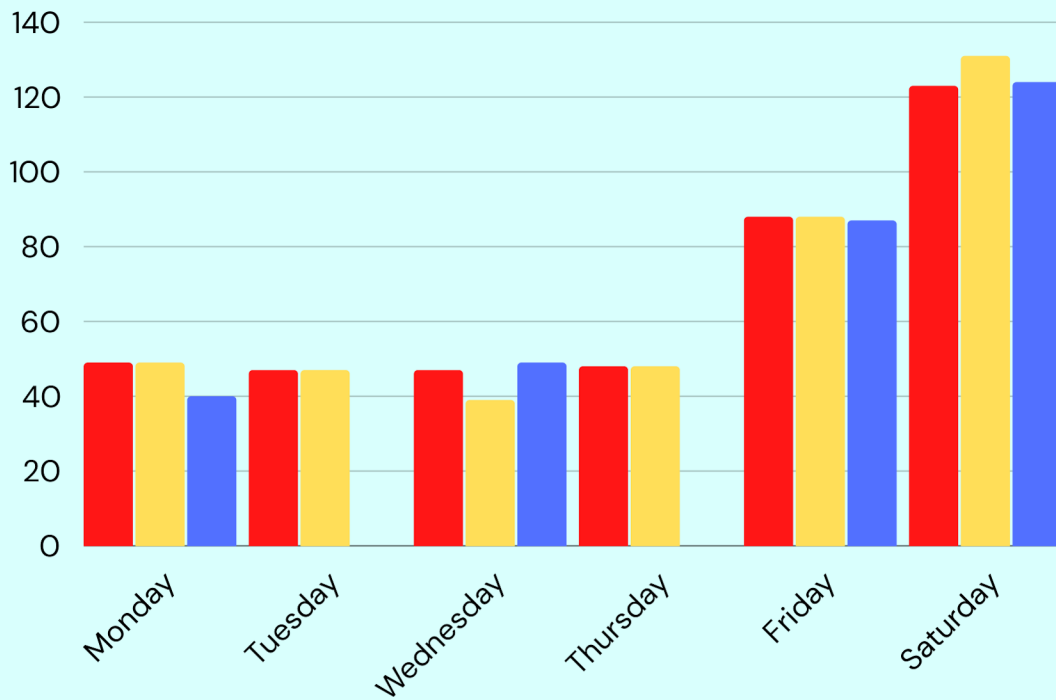
Insights: For the most part, checkouts follow the same trend as previously described, with more checkouts on Tuesdays, Wednesdays, and Thursdays than on Mondays, Fridays, and Saturdays. It also appears that checkouts are generally lower on days without programming.

When comparing checkouts for days we didn't have programming, I was not able to pull a sample size for Tuesdays and Thursdays because we have not had a Tuesday or Thursday in 2023 (through the month of November) when there was no programming.

Wednesday's data for days without programming is somewhat skewed. The sample size was a grand total of three days, one of which fell on a particularly busy day at the Library when story times were held by outside groups. The other days without programming had higher numbers for reasons I could not discern.

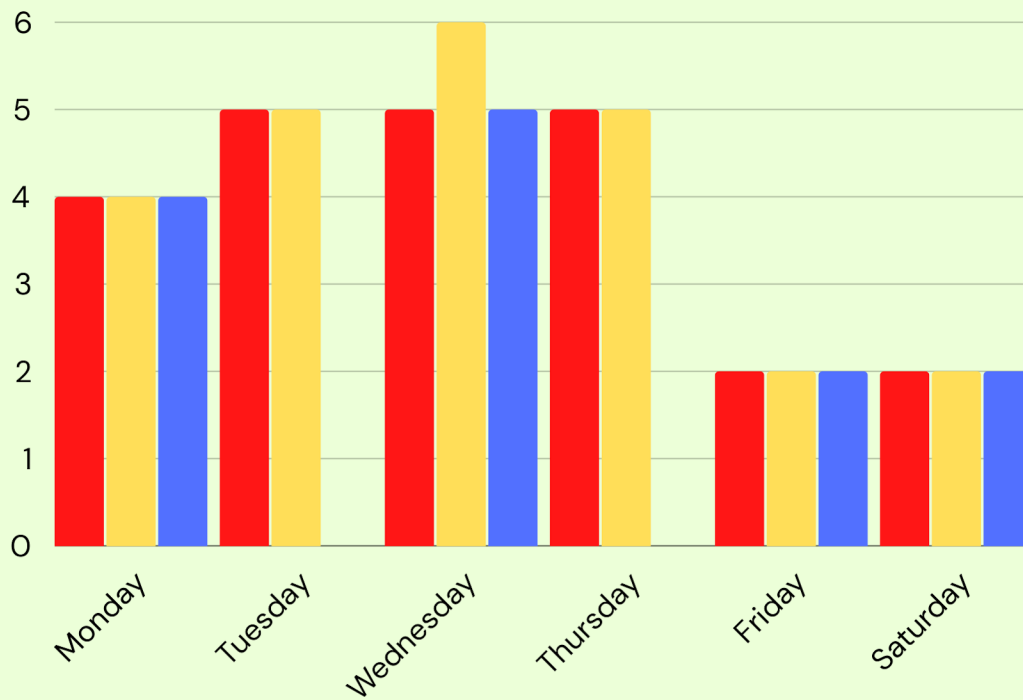
Summer reading activities bring in a high volume of people and checkouts, so much so that they are not factored into the average numbers with other programming.

DAILY YEAR-TO-DATE DISTINCT ACCOUNT AVERAGES



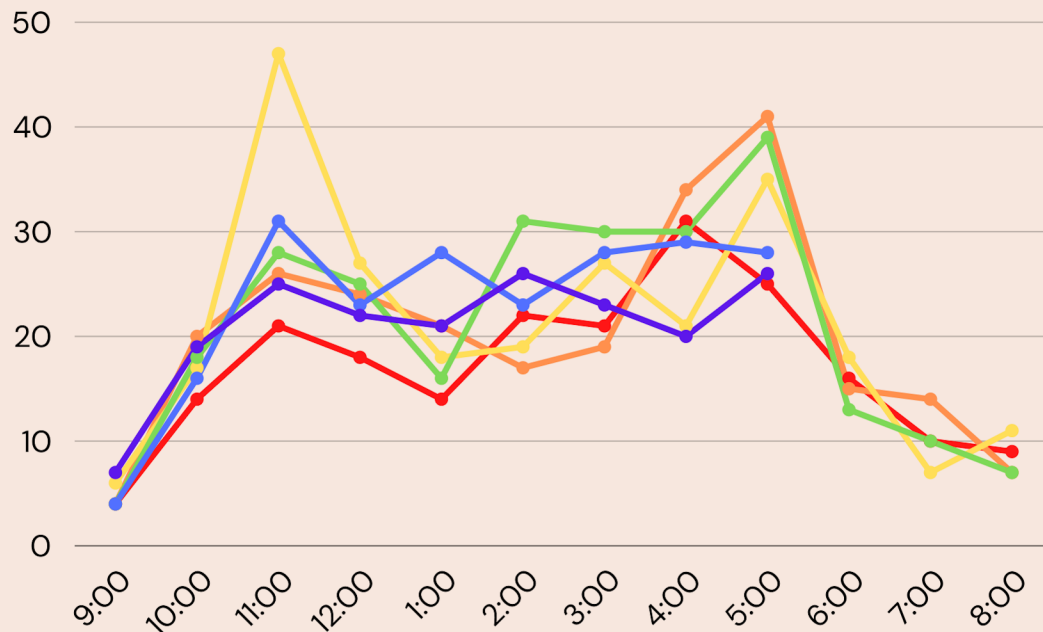
These trends seem to follow those of previous charts, though somewhat skewed for Wednesdays, as previously noted. Other than that, the trends follow closely what we have seen thus far. More patrons seem to be checking out children's items on Fridays and Saturdays than on the other days of the week.

DAILY ITEMS PER PATRON YEAR-TO-DATE AVERAGES



Average checkouts per patron stay fairly consistent, except for Wednesdays, which I attribute to the increased patronage and interest during the summer reading activities.

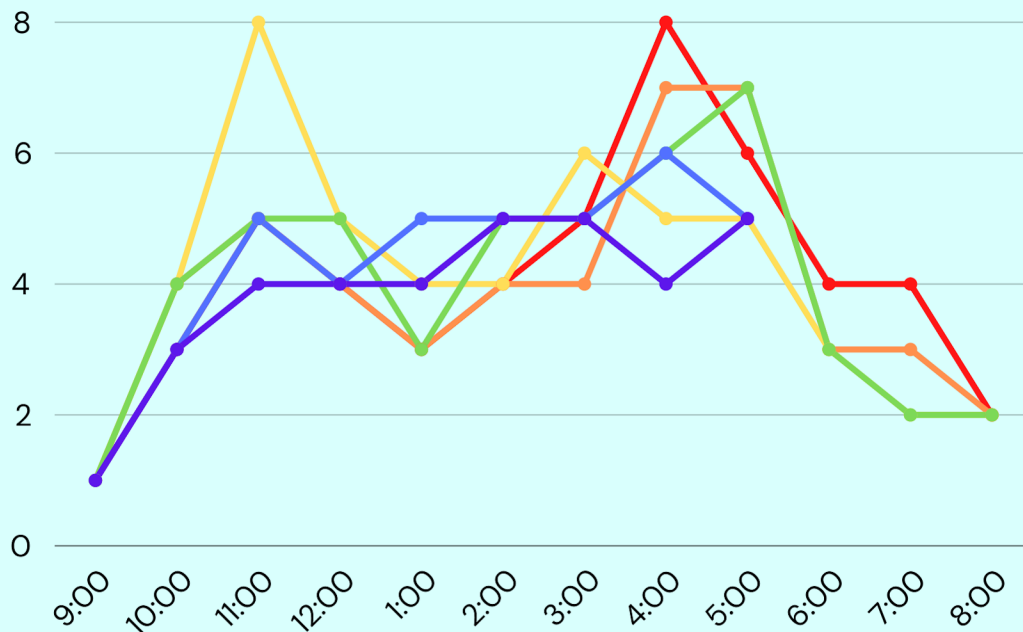
WEEKLY CHECKOUT AVERAGES



Insights: Overall, there seems to be a consistent spike in checkouts at around 11:00, at which point checkouts vary until a significant spike between 4-6 in the afternoon. Children's item checkouts drop off significantly after 6:00 on weekdays.

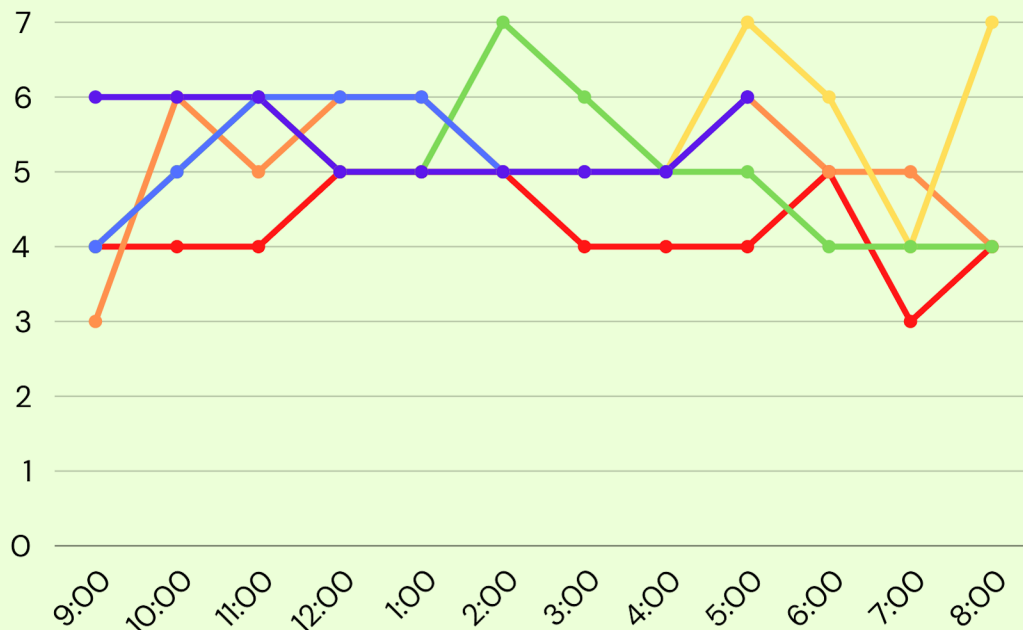
Wednesday shows the most significant spike, averaging about 47 checkouts during that hour. This may be attributed to the increased patronage during the summer reading programs, which are factored into this chart.

WEEKLY DISTINCT ACCOUNT AVERAGES



We see once again a fairly consistent trend of spiking numbers around 11:00, with Wednesdays being the most significant, then another spike from 3-5. There is a significant spike on Mondays at 4:00, which is interesting considering there is no programming consistent with this. Perhaps it is the influx of patrons coming in after the weekend.

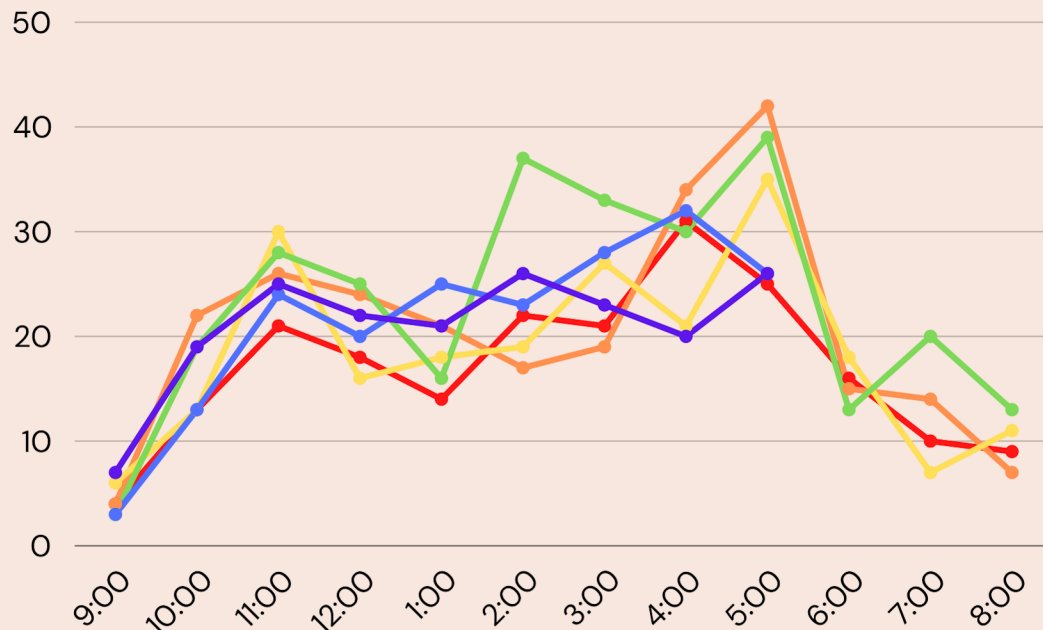
WEEKLY ITEMS PER PATRON AVERAGES



Items per patron tends to be all over the place except for Thursdays at 2:00, when there is a spike around the time of the afternoon story time.

We also see a spike on Wednesdays at 5, then again at 8:00. This may be because there are fewer patrons checking out during the 8:00 hour, rarely more than 4 people, while still having slightly higher volumes of books checked out. After digging into some of the anomalous numbers, I see spikes on nights when we have the Love & Logic Parenting Class, the Sound Healing, and Documentary Night. Correlation does not equal causation, but it could be something to consider in the case of the Parenting Class, at least.

WEEKLY CHECKOUTS AVERAGES WITH PROGRAMS



Insights: There is a noticeable spike between 11:00 and 12:00 on every day of the week.

Mondays spike at 11:00, 2:00, and 4:00 before dropping off. We have story times in the morning, but no other recurring programs around the mentioned times.

Tuesdays see spikes at 11:00, which is typical of the trend, drop off sharply at 1:00, and then pick back up at 2:00 and 5:00. There is also a small increase at 7:00, which could potentially be due to such events as piano recitals or other patron reservations involving families and children.

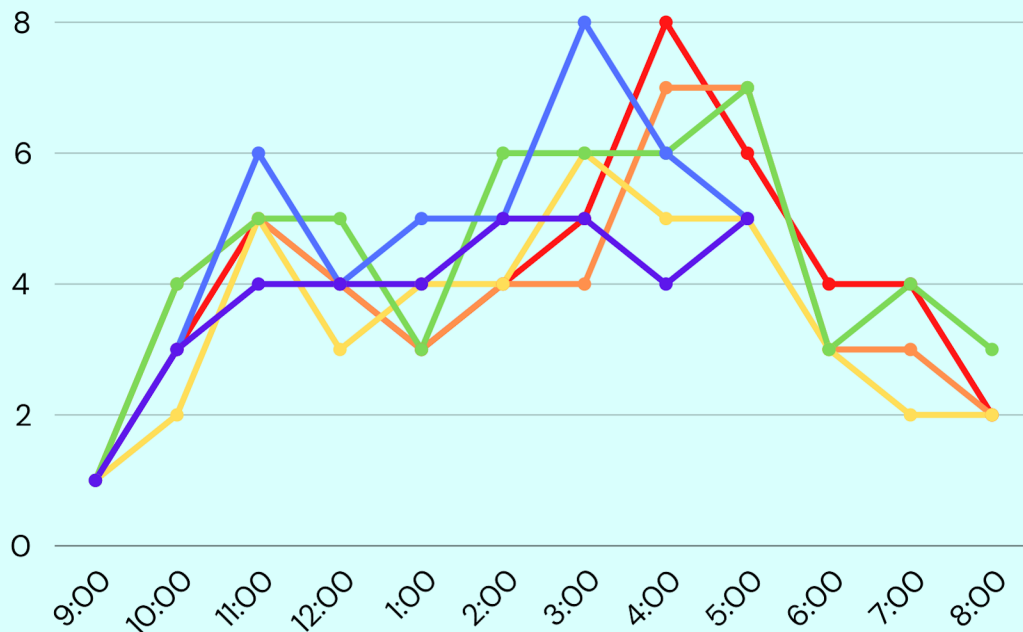
Wednesdays see a spike at 11:00, 3:00, and 5:00. I'm beginning to think that the 5:00 spike is due to kids being out of school and coming to hang out at the library.

Thursdays See a spike at 11:00, 2:00, and 5:00. I attribute those spikes to the story times, especially the 2:00 story time, and the children being out of school.

Fridays see a rise at 11:00 and a steady climb from 2:00 - 5:00.

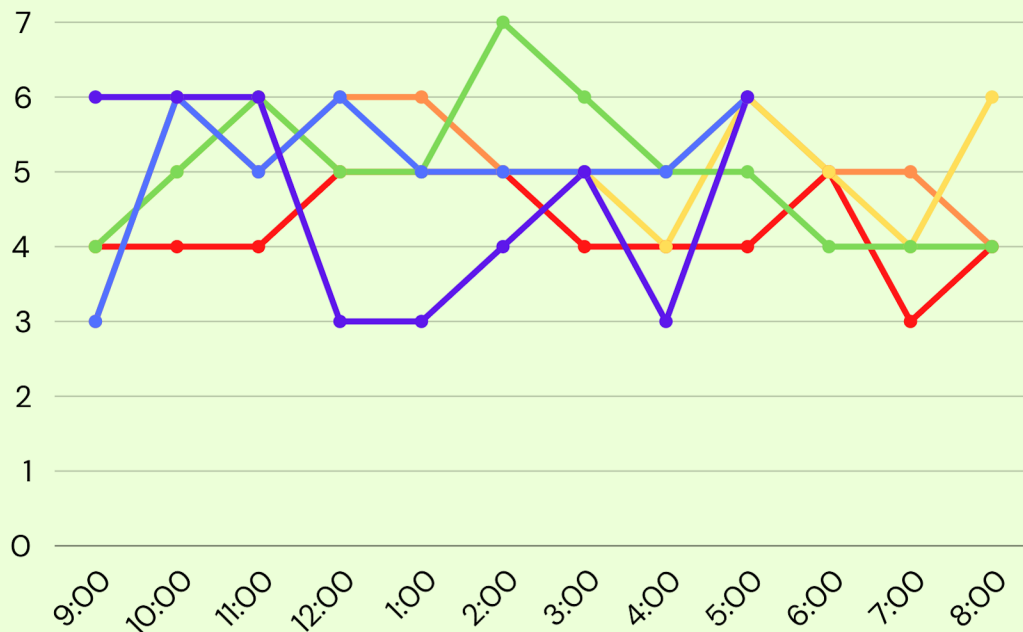
Saturdays spike at 11:00, and a little at 2:00 and 5:00. I have no explanation for those.

WEEKLY DISTINCT ACCOUNT AVERAGES WITH PROGRAMS



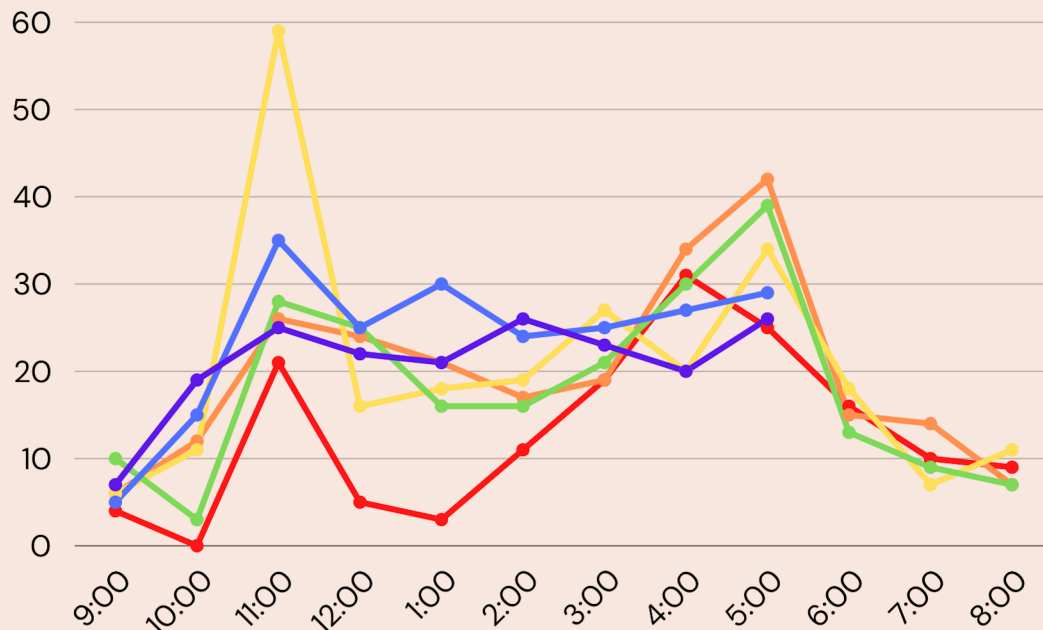
Average patron accounts follow similar trends to checkouts, with spikes at 11:00, 2:00 on Thursdays, 3:00 on Fridays, 4:00 on Mondays and Tuesdays, and a distinct drop around 6:00.

WEEKLY ITEMS PER PATRON AVERAGES WITH PROGRAMS



Trends with programming follow closely the year's average trends, which factors in every day we have been open in 2023 up through mid-November.

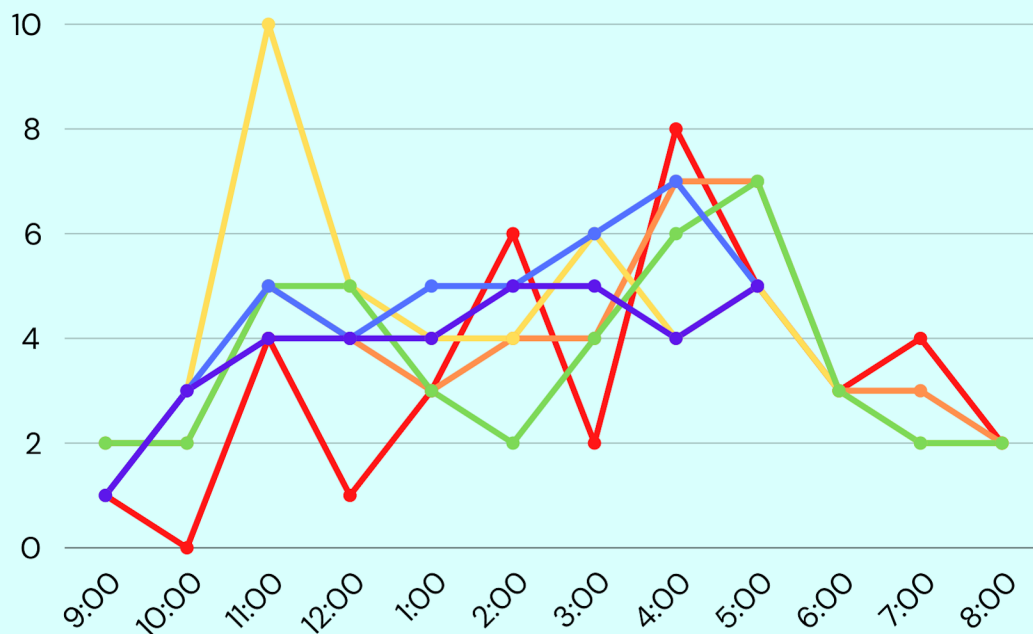
WEEKLY CHECKOUTS AVERAGES WITHOUT PROGRAMS



Weekly checkouts when there is no programming during these hours shows similar trends of spikes at 11:00, and again between 4-6 in the afternoon. Mondays appear to just be slow, with Fridays picking up a bit more than Saturdays.

Some anomalies contribute to odd spikes on Wednesdays. On Wednesday, June 7th, we had no programming scheduled. There was a Truth Story Hour scheduled from 10:30-12:30, however, which drew 30 people. That may account in part for the spike between 11-12 on this day. The other two days we did not hold programming also produced high numbers, despite no story times or other programming appearing to be scheduled during that time frame. The first day was January 4th, and the other was September 20th.

WEEKLY DISTINCT ACCOUNT AVERAGES WITHOUT PROGRAMS

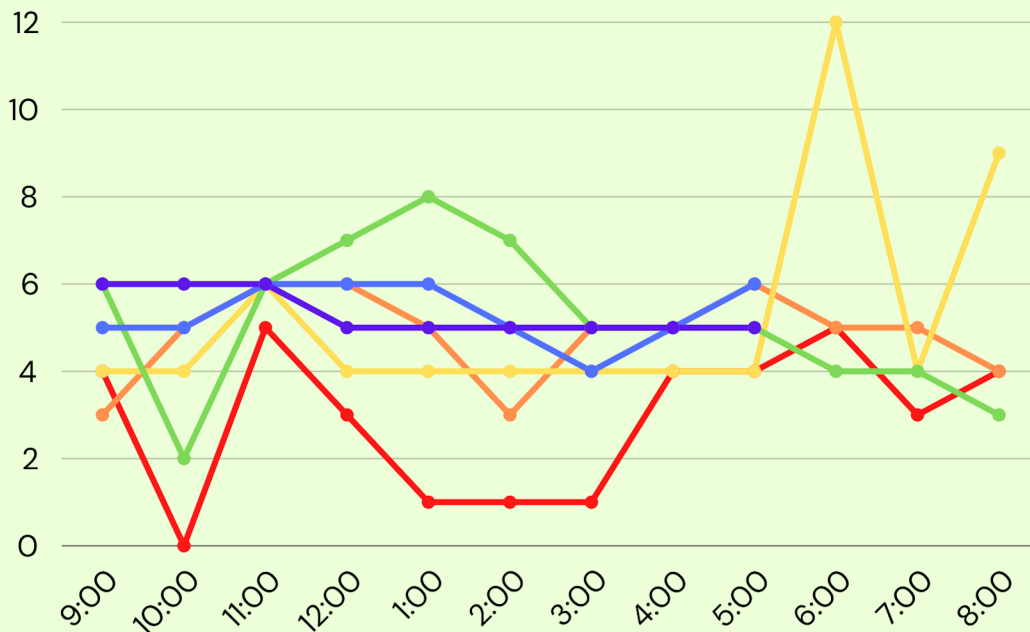


Most days of the week in this chart seem to follow the trends of checkouts without programming, with a couple of exceptions.

Despite checkouts being low on Mondays, distinct patron accounts are all over the place throughout the day. Still, we see the typical spikes at 11:00, 2:00, and 4:00.

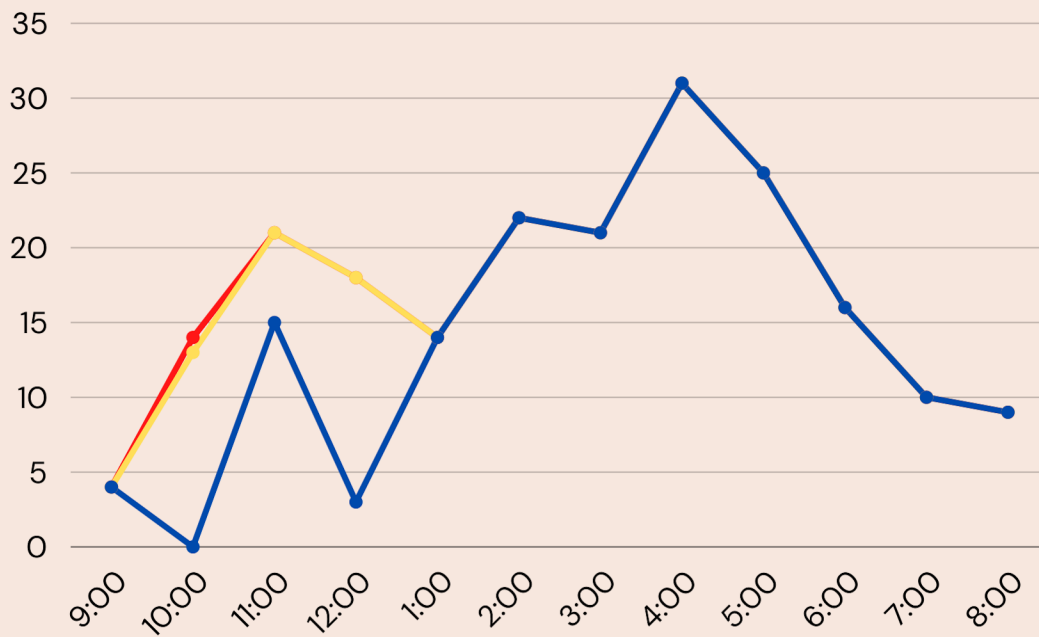
Once again, Wednesday shows some anomalies due to unusual programming and small sample size for days without programming.

WEEKLY ITEMS PER PATRON AVERAGES WITHOUT PROGRAMS



Monday again tends to be slow, with Thursday showing a notable increase in items per patron from 12-2, and Wednesday spiking at 6:00 and 8:00. This could be related to the Love & Logic classes, Sound Healing, and Documentary Nights, despite them not being specifically children's programming.

MONDAY CHECKOUT AVERAGES 2023



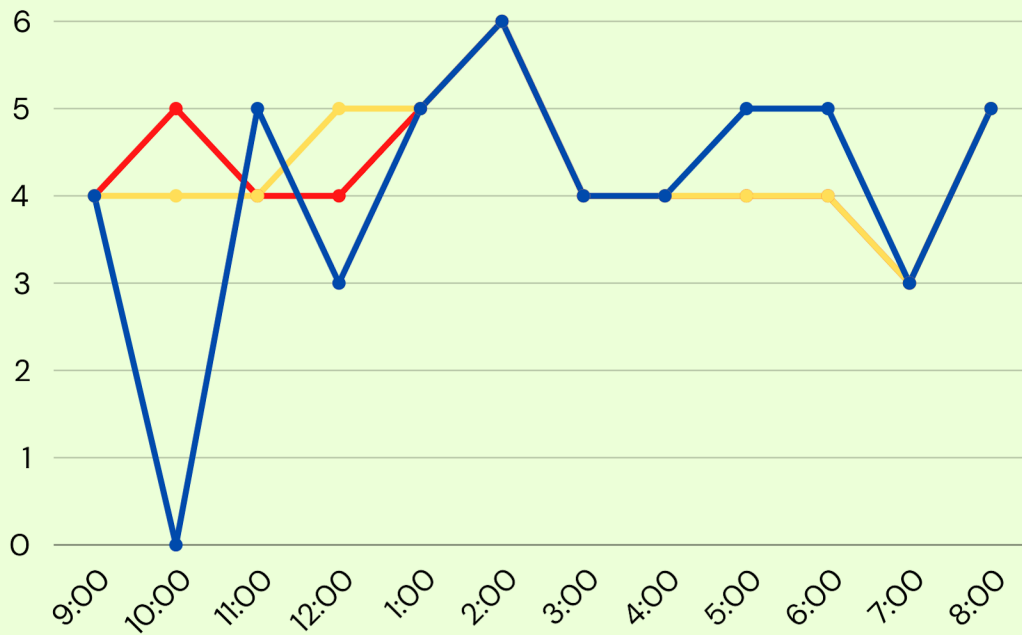
Monday children's programming includes story times at 10:00 and 11:00. As expected, checkouts rise during and shortly after these events.

MONDAY DISTINCT ACCOUNT AVERAGES 2023



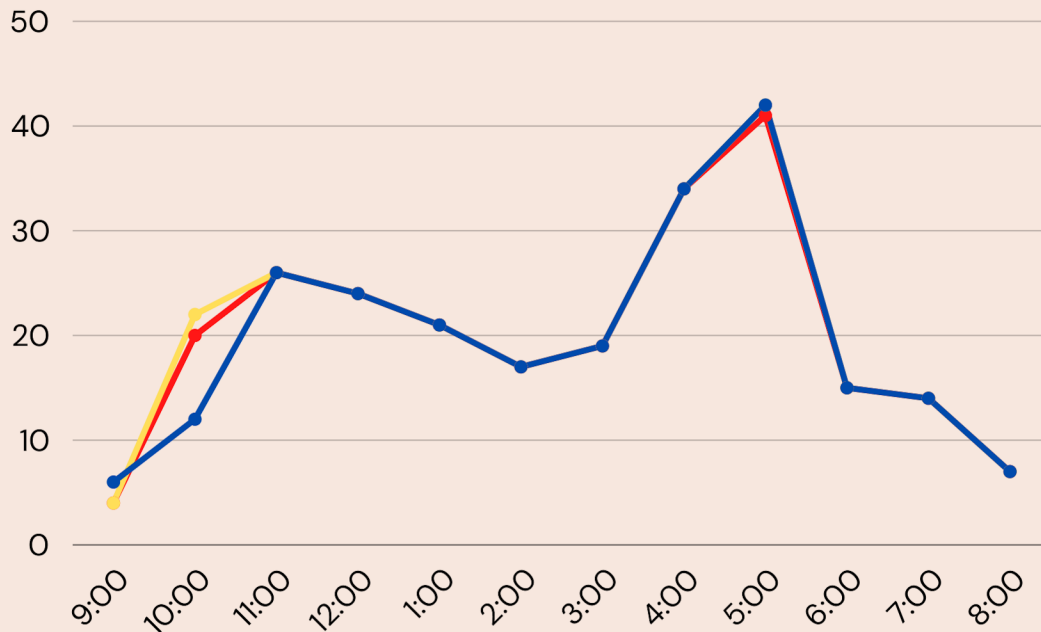
Distinct account numbers follow the trends of checkouts.

MONDAY ITEMS PER PATRON AVERAGES 2023



When calculating averages, we divide the number of items checked out by the number of distinct patron accounts checking out. Numbers may appear to be a bit unusual when we do this, especially when there are spikes at 11:00, 5:00, and 6:00. This is due to fewer patrons checking out while item checkouts remain either consistent or lower compared to the yearly average or averages with programming.

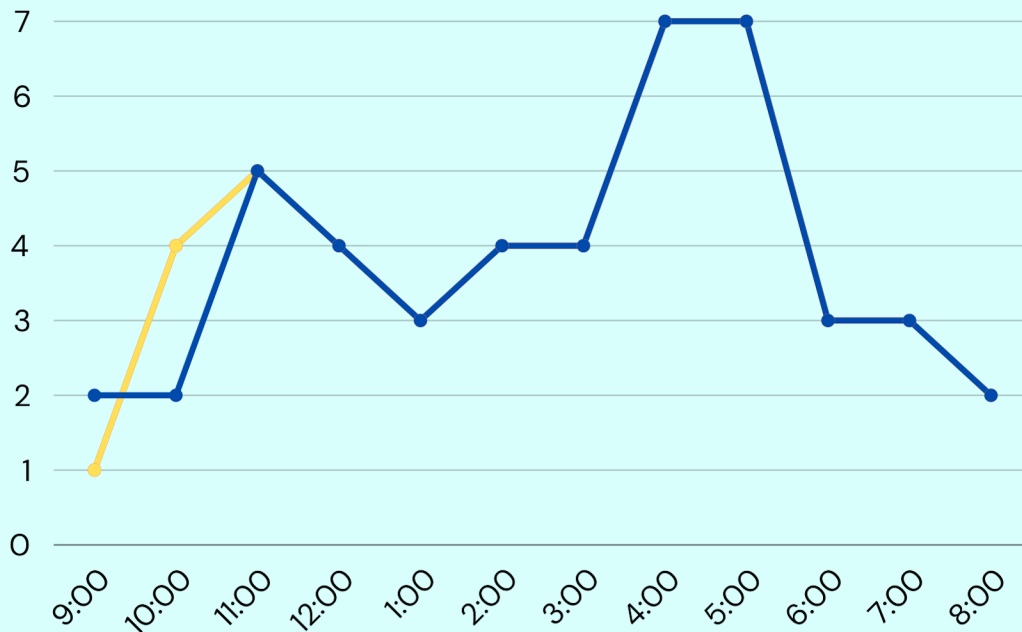
TUESDAY CHECKOUT AVERAGES 2023



Tuesday children's programming includes Yoga Story Time at 9:30, and Lego Club at 4:00. While checkouts expectedly rise shortly after Yoga Story Time, there is no discernible difference after Lego Club. That may be because we have not skipped Lego Club a single time this year.

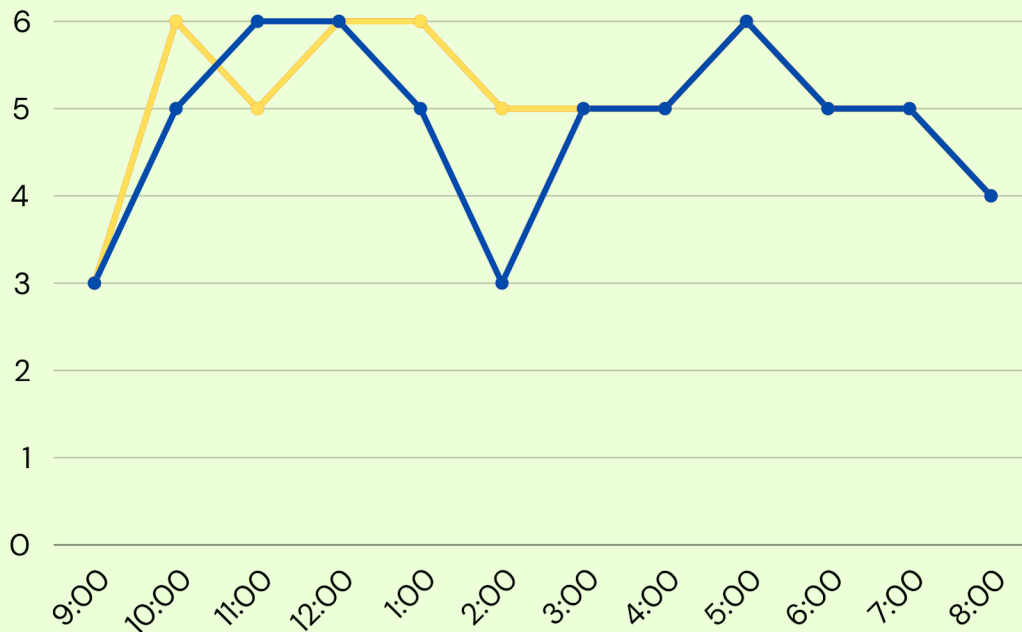
That being said, when compared to other days of the week, the checkouts of children's items are higher on Tuesdays from 4-6 than on any other day at the same time.

TUESDAY DISTINCT ACCOUNT AVERAGES 2023



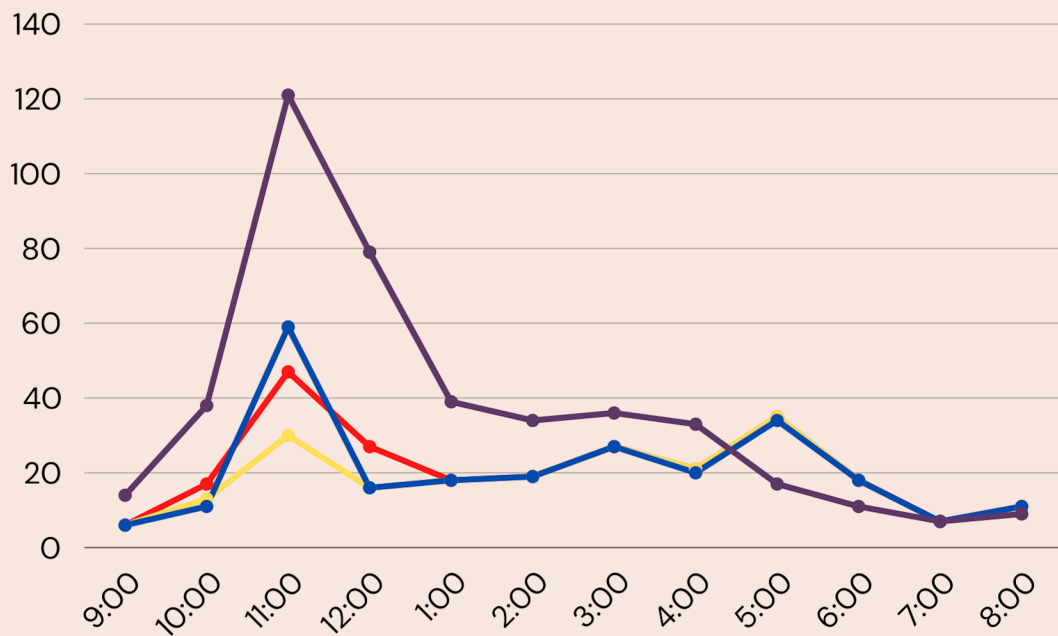
Predictably, there is not much difference except for an uptick in distinct accounts at 10:00, likely due to the story time.

TUESDAY ITEMS PER PATRON AVERAGES 2023



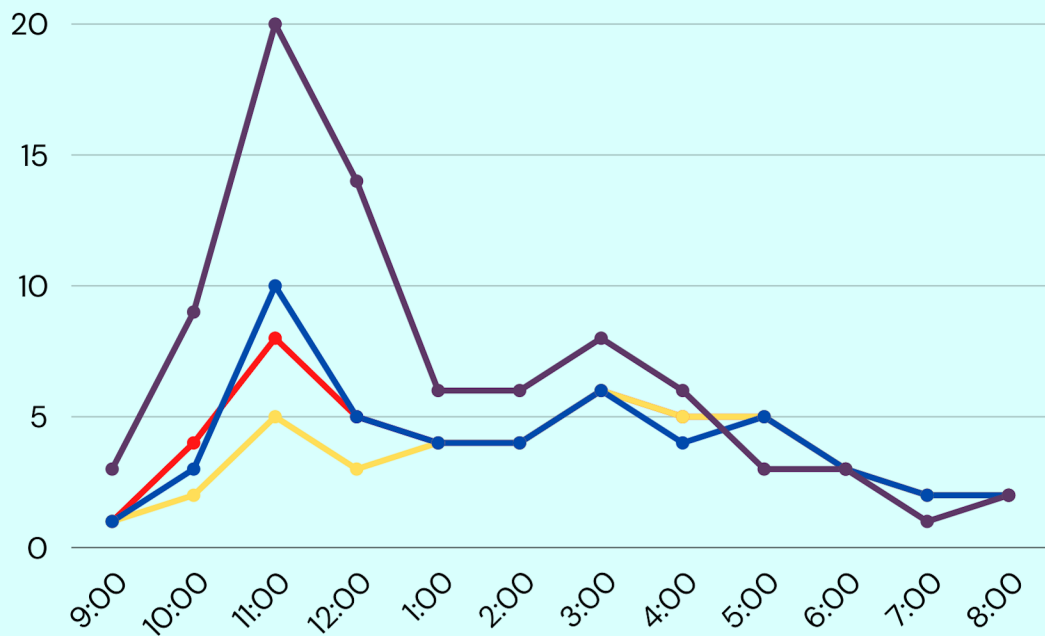
There is a bit of an odd discrepancy for items-per-patron between days with programming and days without, but this is because the average items checked out during this time is the same regardless of programming. There are fewer people checking out when there isn't programming, so that number appears higher in this graphic at 11:00.

WEDNESDAY CHECKOUT AVERAGES 2023



The data for Wednesdays without programming is somewhat skewed. There were only three Wednesdays when story times were not held, one of which was the day of the Truth Story Hour and the Drag Story Hour. The other two days, January 4th and September 2nd, showed no significant programs or events happening at the library.

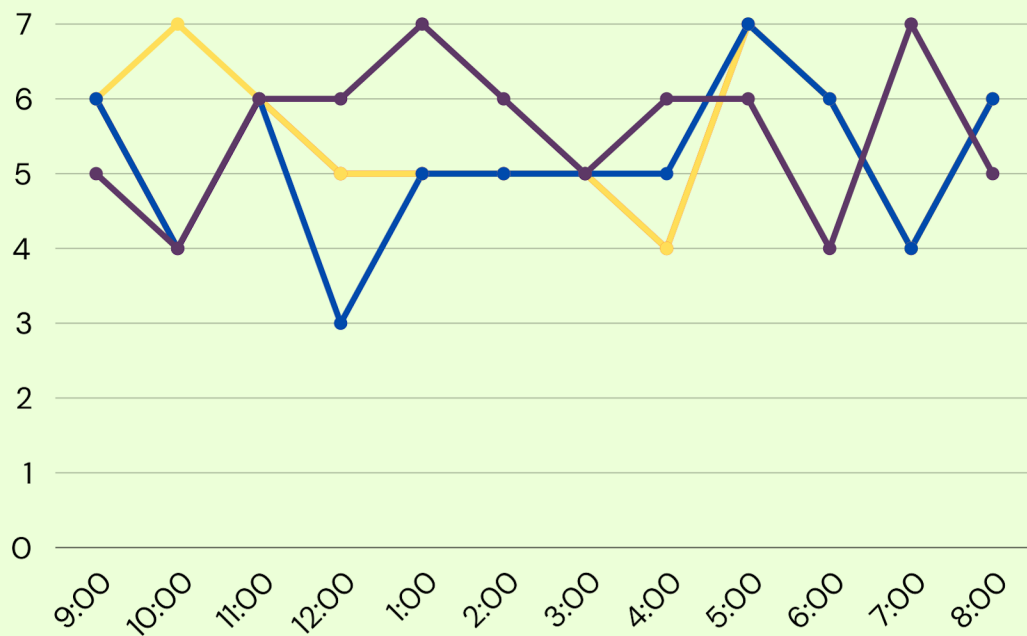
WEDNESDAY DISTINCT ACCOUNT AVERAGES 2023



Once again, the data for Wednesdays without programming is skewed. There were only three Wednesdays when story times were not held, one of which was the day of the Truth Story Hour and the Drag Story Hour and was well attended by people who have strong convictions relating to their children. It follows that more people would be checking out items during this time period when emotions and convictions are high.

The other two days, January 4th and September 2nd, showed no significant programs or events happening at the library.

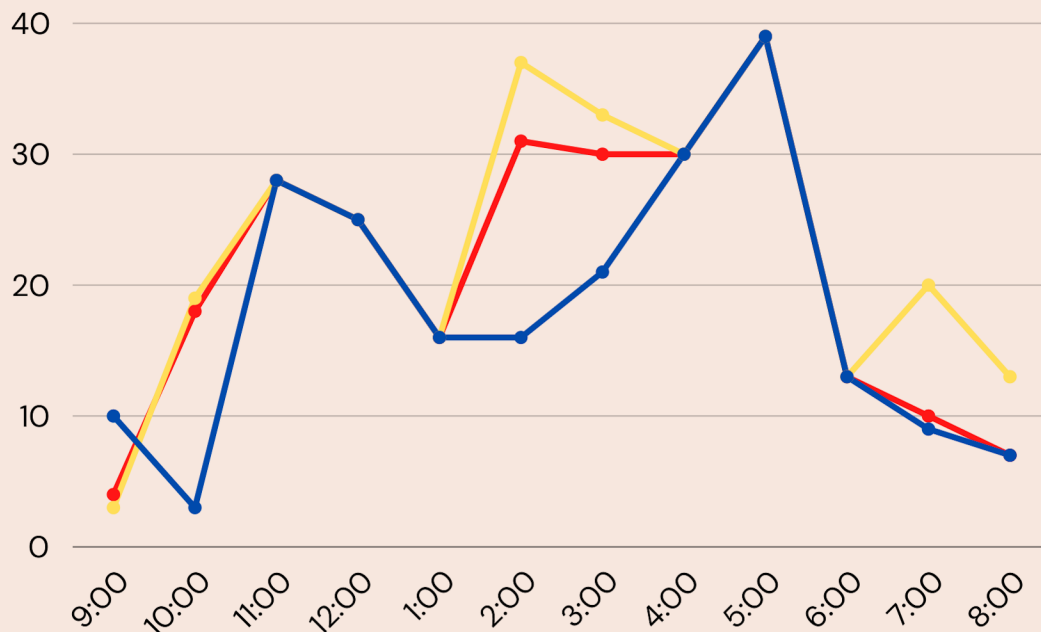
WEDNESDAY ITEMS PER PATRON AVERAGES 2023



Summer reading activities are well attended, which is why it has such high numbers during and after the programming. The dip at 6:00 and the spike at 7:00 are mainly due to the average numbers at 6:00 being 11 items checked out by 3 people, and at 7:00 an average of 7 items checked out by only 1 person.

The dip in numbers at 4:00 with programming versus without programming is due to an average on days with programming of about 5 people checking out a total of around 20 items, and on days without programming, only 4 people checking out around 20 items. So an average of 5 per person on days without programming and 4 per person on days with programming.

THURSDAY CHECKOUT AVERAGES 2023

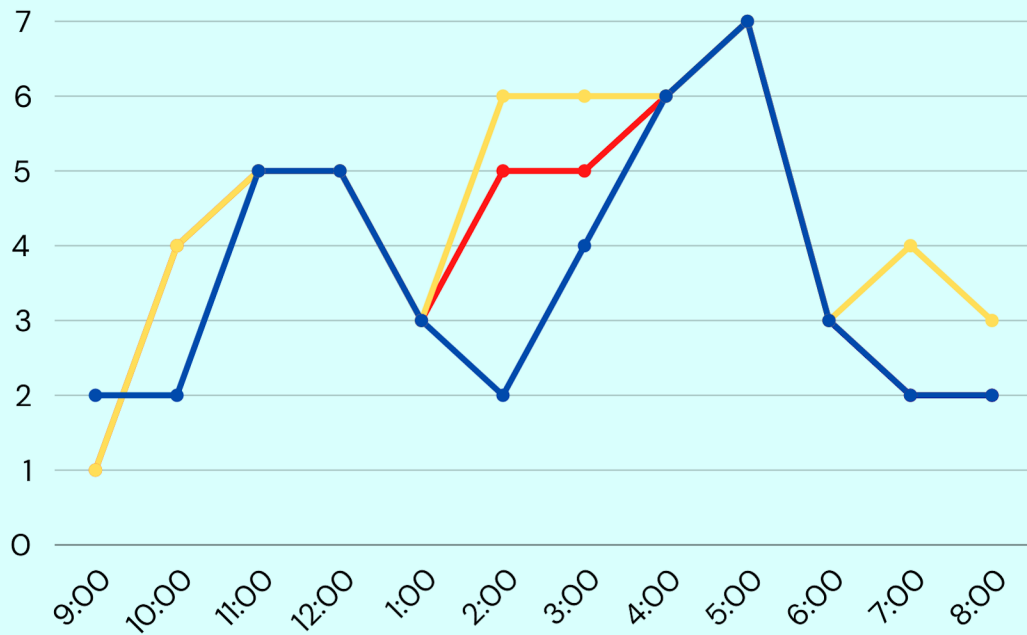


Programming on Thursdays includes Wiggles & Giggles at 9:30 and 10:00, Songs & Stories at 2:00, and Code Club at 4:00. There is a significant difference in checkouts after Wiggles & Giggles and the afternoon story time, the latter of which reflects recent feedback that moms would like an afternoon story time for their children.

While there does not appear to be a discernible difference in checkouts after Code Club, we have only cancelled that club twice this year. Compared to other days at the same time, it shows higher checkouts on average than all except for Tuesday.

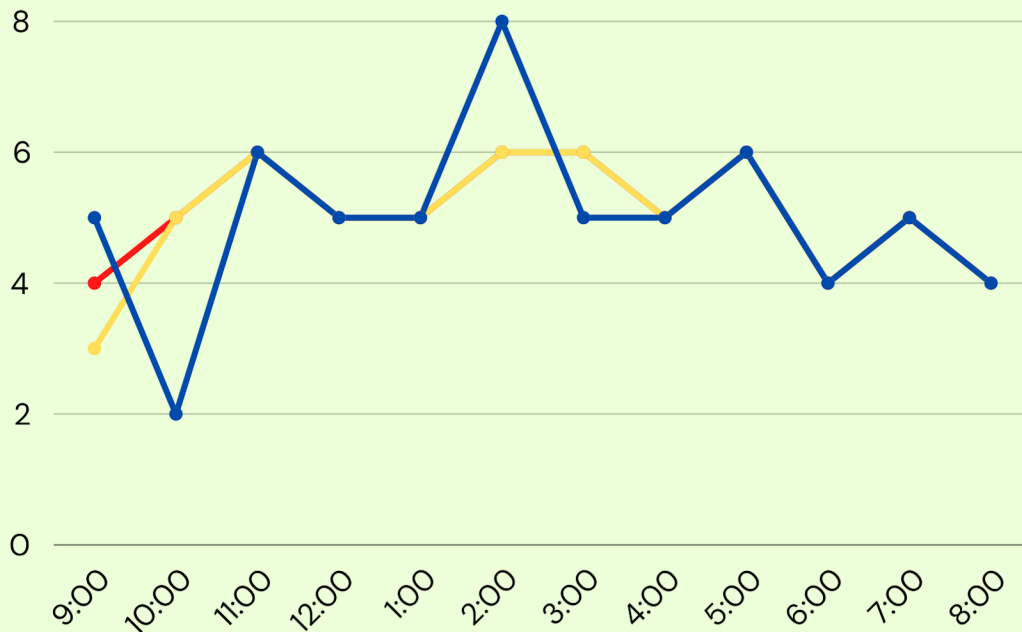
An additional spike is seen at 7:00, which is around the time we held our Camp NaNo events in April.

THURSDAY DISTINCT ACCOUNT AVERAGES 2023



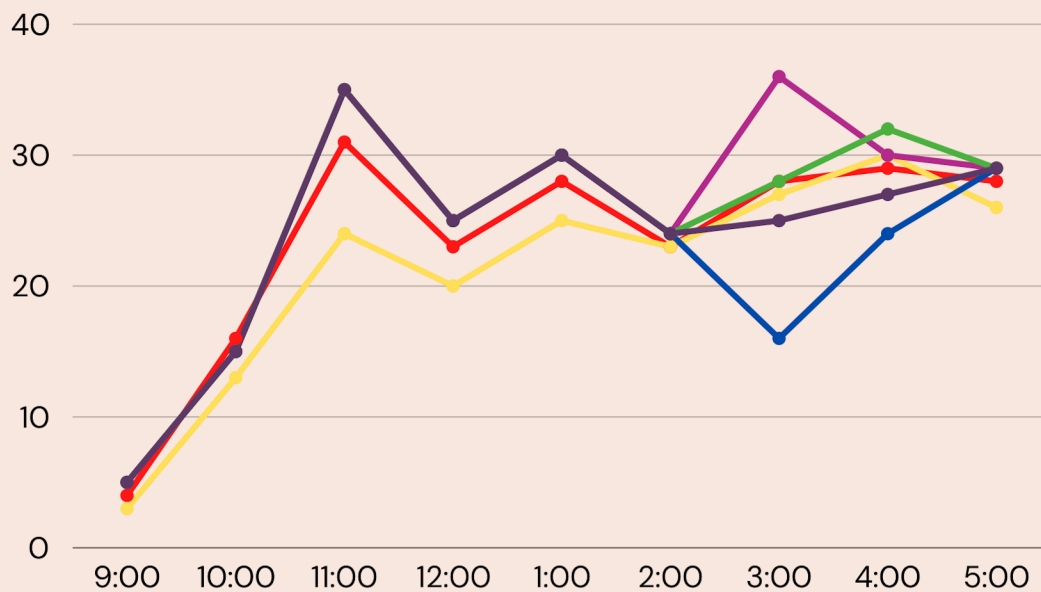
Trends with patrons follow the checkout trends.

THURSDAY ITEMS PER PATRON AVERAGES 2023



At 2:00 on Thursdays without programming, we see an average of only 2 people checking out an average of 16 items, or 8 items each, which is why it appears as a spike. On the other hand, on days with programming, we see an average of 6 people checking out an average of 37 items, or 6 items each.

FRIDAY CHECKOUT AVERAGES 2023



Friday checkouts show a number of interesting trends. Overall checkouts reflect the same spike at 11:00 as the other days, but without any correlating programming. Perhaps this could be attributed to Museum Kids?

There is another little spike at 1:00, but at 3:00 everything appears to diverge. Our baseline is the purple "Without Programs" line, which maintains a slight increase from 2-6.

Oddly, on days when we only have Friday fun happening, there are fewer checkouts until about 2:00, at which point the numbers increase above our baseline. This may be due to children being in school, not participating in Friday Fun until later in the day.

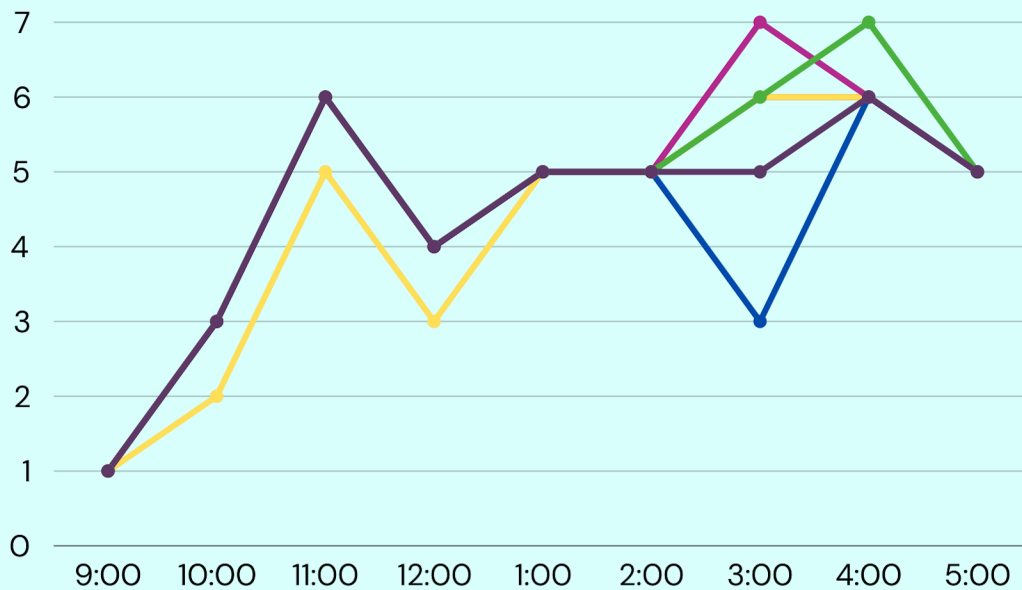
During the 11:00 hour there may have been spikes due to tours, such as the one on February 24th, which increased the average number Without Programs. On days when we have The Native Experience, Rubick's Cube Club, or both, the average checkouts are higher at 11:00 than when we only have Friday Fun.

At 3:00, we begin to see a disparity between checkouts. The greatest spike occurs on days when we have Rubik's Cube Club only, which is likely because it is held in the Children's Area.

The lowest drop in checkouts during this time occurs when we have The Native Experience happening without Rubik's Cube Club. This may be because the activity occurs in the large conference room away from the children's area. While there is an uptick in checkouts following The Native Experience, it is fewer than during days when we have no programming at all.

When we have both the Native Experience and Rubik's Cube Club, the children's area checkouts fall somewhere between the averages of the days when we have either one or the other. Conversely, after the club and Native Experience end at 4:00, the checkouts on days when both events happen is higher than when we have one or the other. Everything middles out again at 5:00.

FRIDAY DISTINCT ACCOUNT AVERAGES 2023

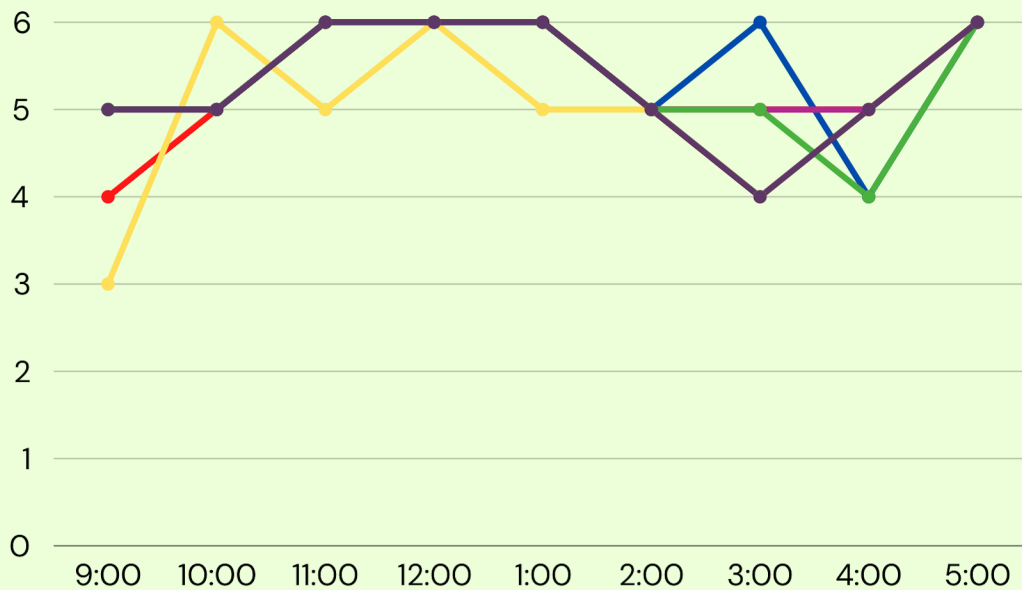


The numbers of distinct patron accounts closely follow the trends of item checkouts, with seemingly fewer patrons checking out on days with Friday Fun than days with no programming at all, more patrons checking out during the 3:00 hour with Rubik's Cube Club happening, followed by Rubik's Cube Club and Native Experience happening concurrently, then the fewest patrons checking out during The Native Experience.

The only guess I can make is that there are fewer checkouts during the 3:00 hour on days with The Native Experience because they are busy attending the event in the conference room rather than being in the children's area to browse materials. On the other hand, Rubik's Cube Club took place in the children's area itself, providing children and parents the opportunity to browse and check out during the club.

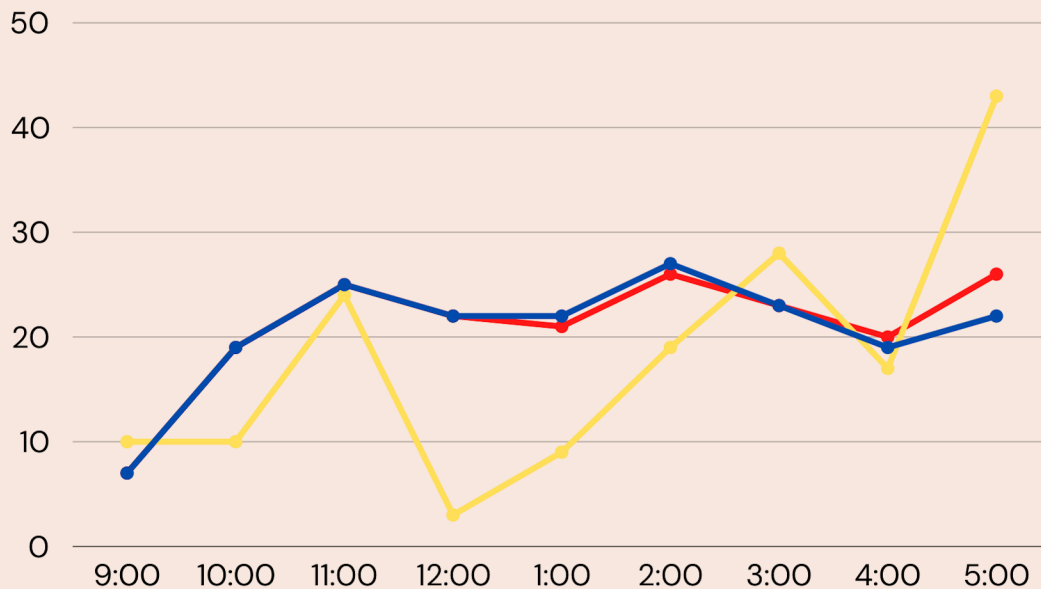
At 4:00, everything levels out with the exception of the days when we have both The Native Experience and Rubik's Cube Club occurring.

FRIDAY ITEMS PER PATRON AVERAGES 2023



It seems that averages tend to be inverse of the trends at points when the numbers diverge. The more people check out a high collective volume of books, the lower the average item-per-patron count. The fewer people checking out a high collective volume of books, the higher the item-per-patron count. This is illustrated by checkouts per patron on days with only the Native Experience happening at 3:00, and on days with Rubik's Cube Club or both events happening.

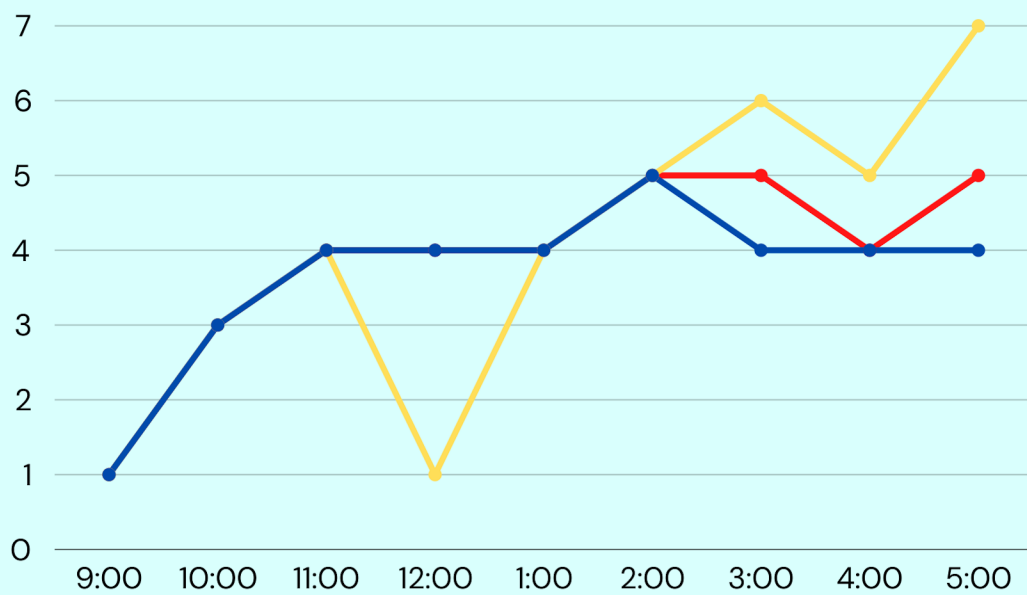
SATURDAY CHECKOUT AVERAGES 2023



The trend for the average Saturday follows much the same as the other days, with checkouts spiking from 10-12, then again at 2:00 and 5:00.

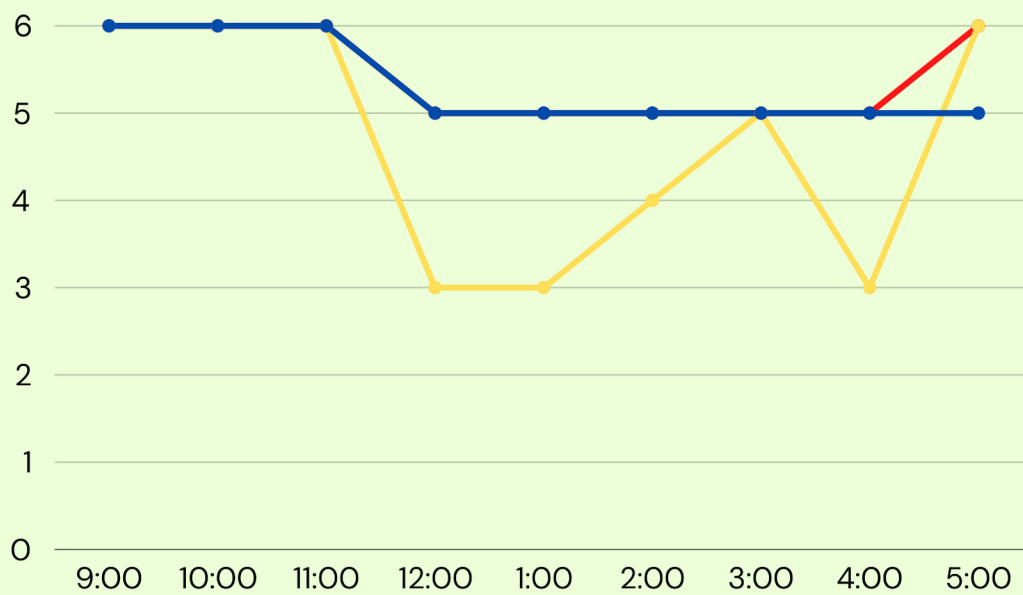
We rarely, if ever, have recurring children's events on Saturdays. When we do, they're single events or author's events that, while coded as being for every age group, aren't generally attended by parents of young children. The events are also rarely held at 12:00, which is generally around lunchtime for staff. We have a smaller staff that day, which means fewer people to run events. Checkouts usually pick up at 3:00 and 5:00 on such days.

SATURDAY DISTINCT ACCOUNT AVERAGES 2023



The trend for distinct patrons checking out generally follows the item checkout trends.

SATURDAY ITEMS PER PATRON AVERAGES 2023



I'm at a loss on this one. Saturday numbers are just weird.

Single Events

	Day-Of Item Checkouts	Day-Of Distinct Patrons	Day-Of Items Per Patron	Average Checkouts	Average Patrons	Average Items Per Patron
Author Nicholas Smith	271	53	5	251	48	5
Dr. Seuss Birthday Party	407	74	6	199	49	4
"Well of Eida" Launch Party	283	128	2	188	123	2
Writing with Tyler Jolley	127	118	1	188	123	2
Author Layne Wardell	230	96	2	188	123	2
Author Landon Wardell	137	112	1	188	123	2
Raptors at the Library!	224	86	3	187	87	2
4-H Rabbit Evaluation Class	152	92	2	187	87	2
Stuffy Day Camp	203	42	5	199	49	4
Jane Austen/Tiny Tea Party	265	103	3	187	87	2
NaNoWriMo Author's Convention	122	83	1	188	123	2
Author Dennis Garcia	213	116	2	188	123	2

Average Checkouts, Distinct Patrons, and Items Per Patron are based on those corresponding days of the week when we have no events. (E.g., Monday without events next to the Dr. Seuss Birthday Party.)

The Dr. Seuss Birthday Party showed the most significant increase in Children's Item checkouts, followed by the "Well of Eida" Launch Party, Jane Austen and Tiny Tea Parties, and Raptors at the Library events.

The numbers from the author events may not exactly be indicative of whether they contribute to children's checkouts because more often than not, they were geared toward young adults.