LIBRARY USAGE STATISTICS 2023



Examining metrics by hour of operation

Compiled by Stacia Watkins

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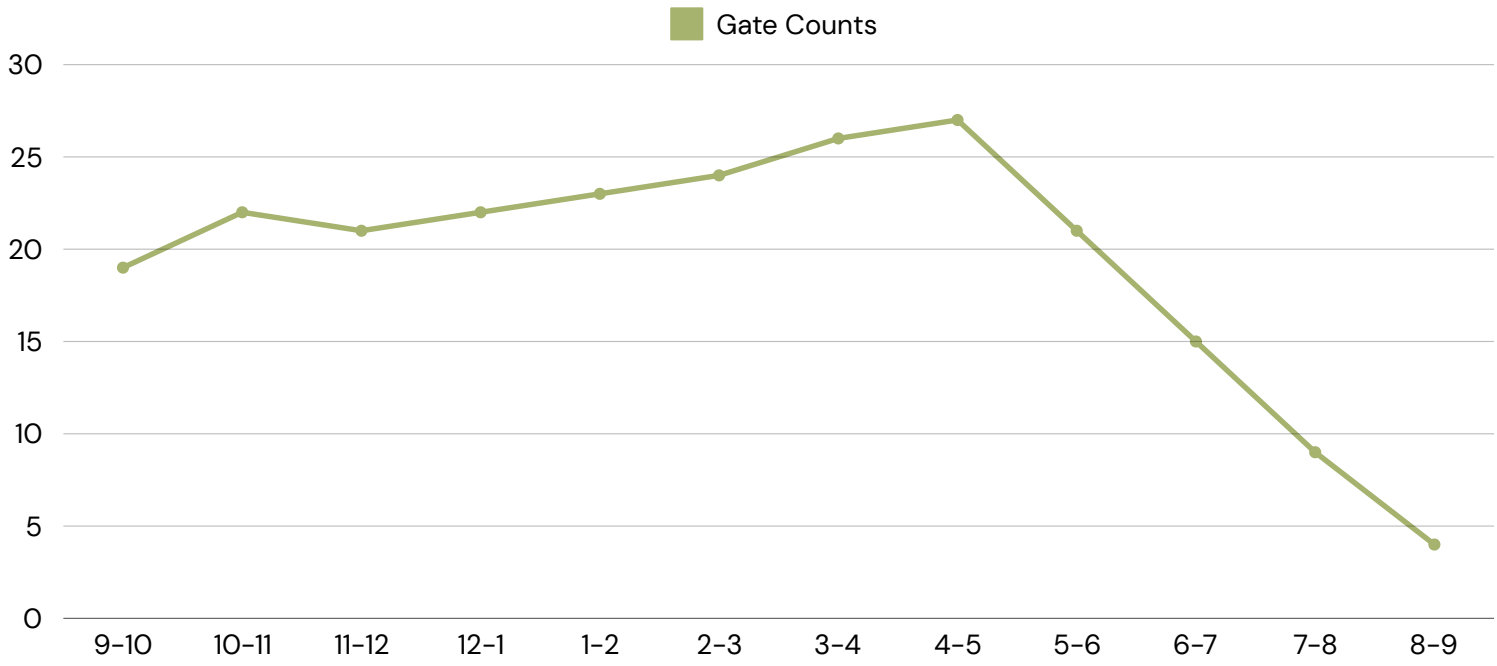
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LIBRARY VISITORS

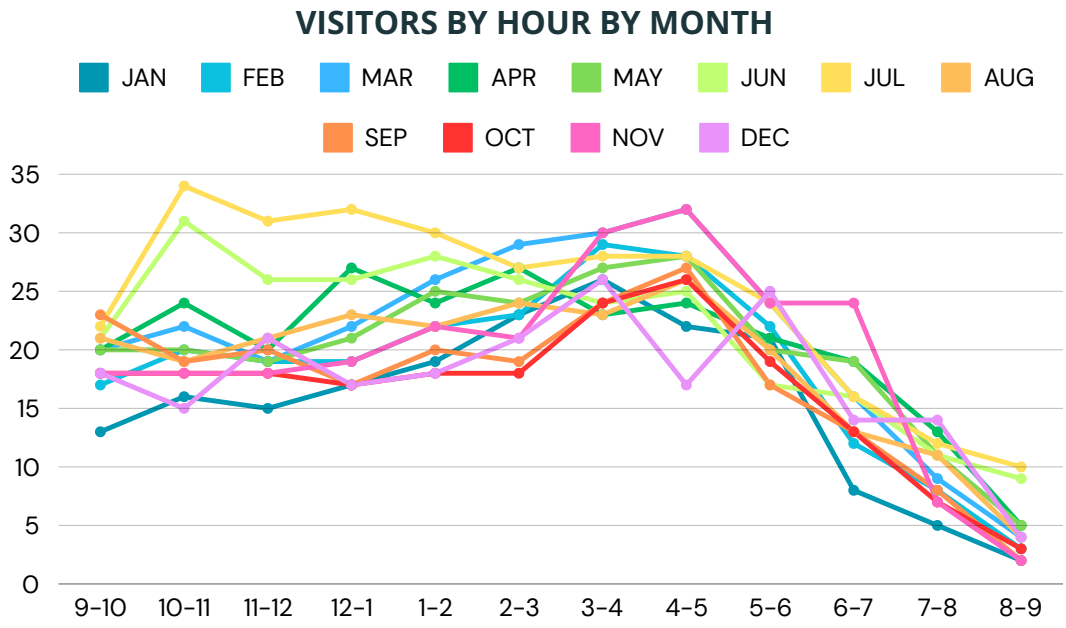
These metrics are taken from our gate counts, specifically using the “In” numbers to indicate how many people physically walked through our doors.

AVERAGE LIBRARY VISITORS BY HOUR

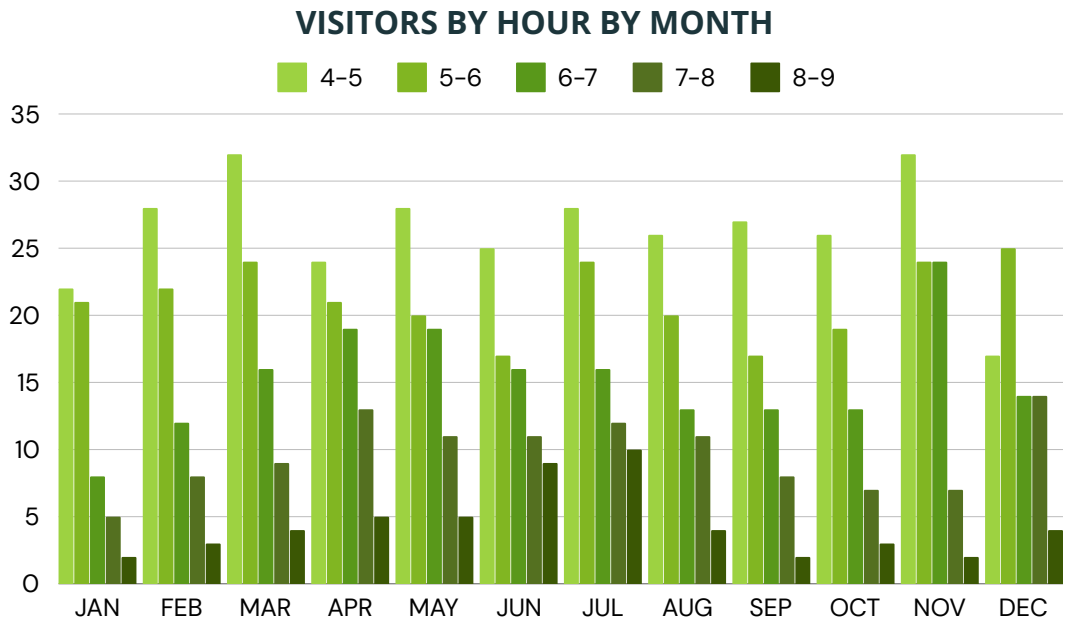


On average, we hit our peak number of visitors between 4 and 5 in the afternoon, after which we see a steady decline until closing.

VISITORS BY HOUR BY MONTH

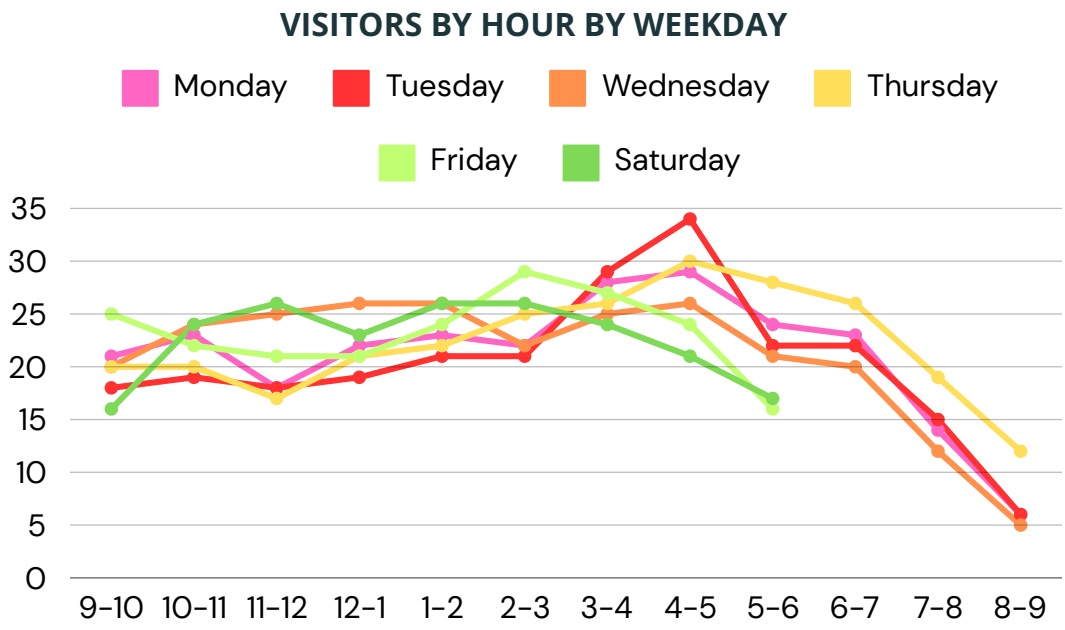


This trend continues throughout the year, with only a little fluctuation after 6:00, particularly in November. My guess is that this is due to the Rotary Club Coat Drive and the Santa's Helper Interviews taking place in the evenings during that month.



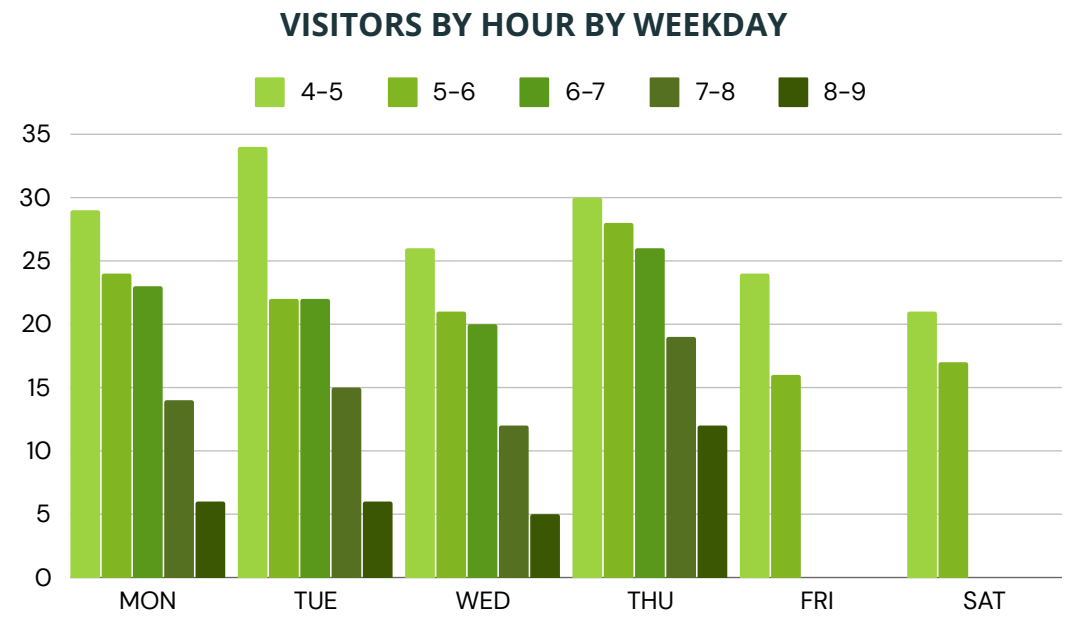
There is a consistent drop in visitors from 4:00, our peak, onward. This is a consistent pattern no matter which month you are in, although there is a rise in the number of people coming into the library between 8 and 9 PM in June and July, with 9 and 10 people respectively.

VISITORS BY HOUR BY DAY



On average there's a pretty even spread of people throughout the week, with the most variation occurring between 4 PM and 6 PM.

Notably, Tuesdays see the highest peak during our busiest hour, likely due to our Lego Club, while there are decidedly fewer people on Fridays and Saturdays at the same hour. We see more people on Thursdays between 5 PM and 9 PM than we do on other days of the week.



It appears that on Fridays and Saturdays, we hit our peak earlier in the day, declining after 3 PM.

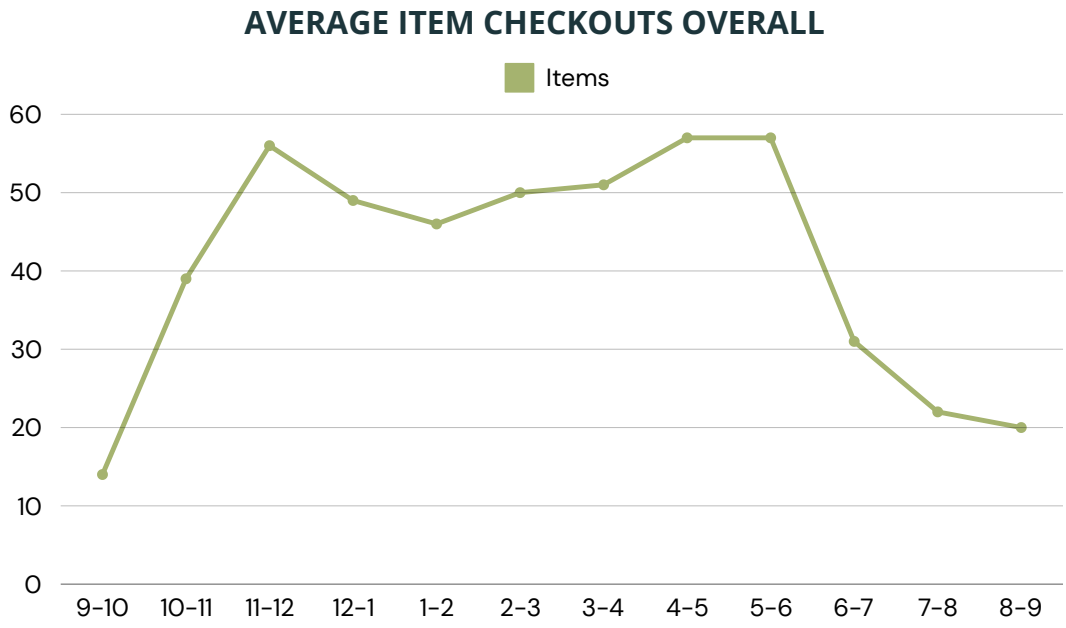
During the evenings, we see more people consistently on Thursday evenings than on other days of the week. Friday and Saturday averages are lower than any of the weekdays.



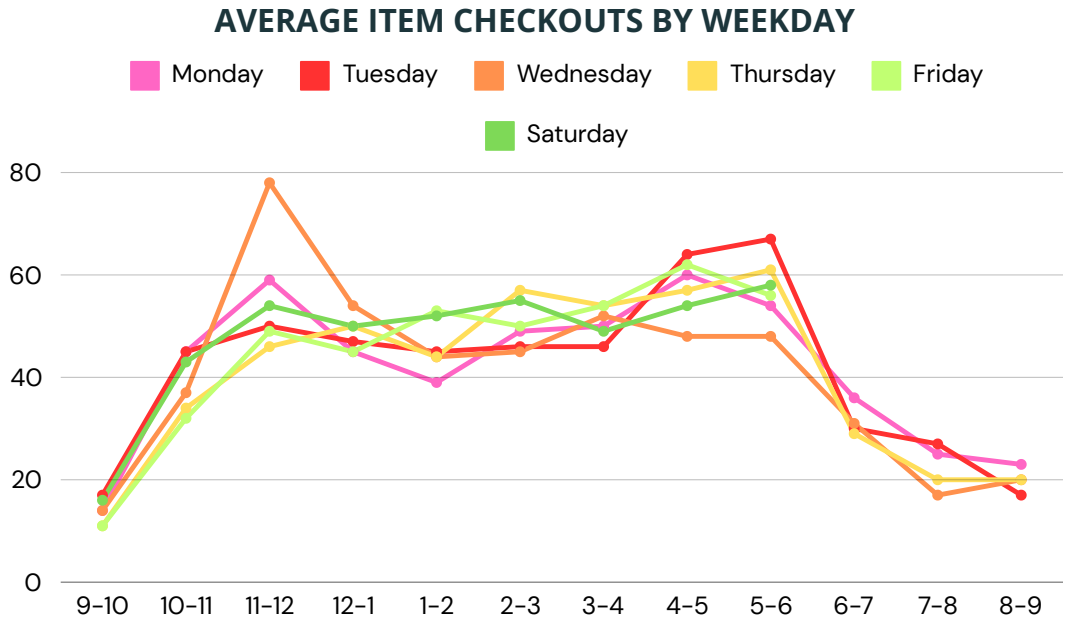
ITEM CHECKOUTS

These metrics are taken from Koha, our ILS system, to analyze how many items were physically checked out from the library. This does not include renewals or online materials.

AVERAGE ITEM CHECKOUTS



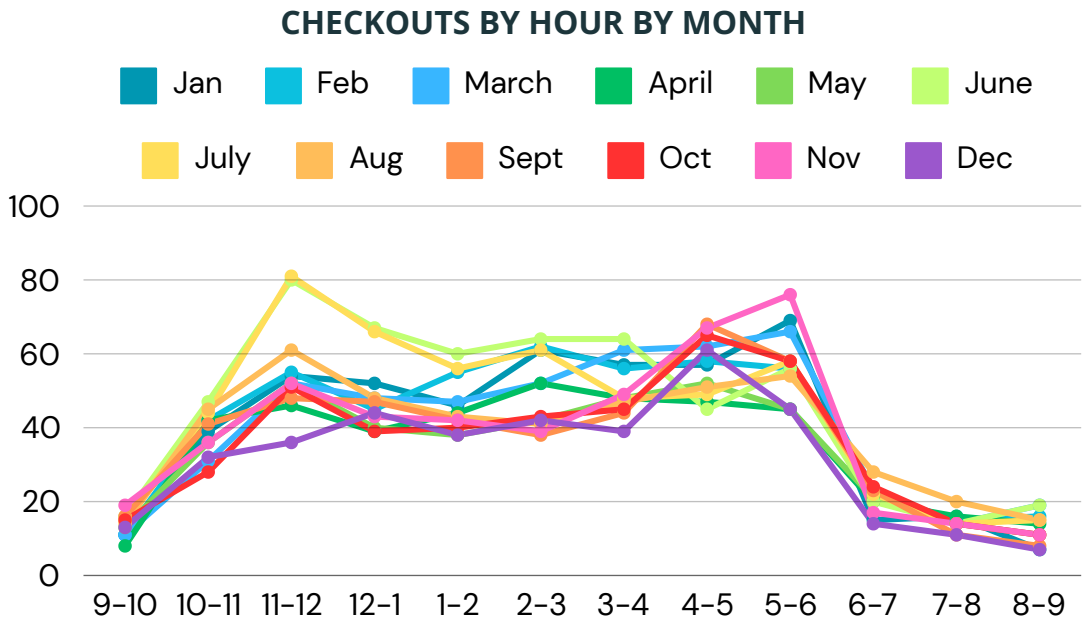
The average number of items checked out also drops significantly after 6 PM, dropping lower than the rest of our hours of operation except for the 9-10 AM hour.



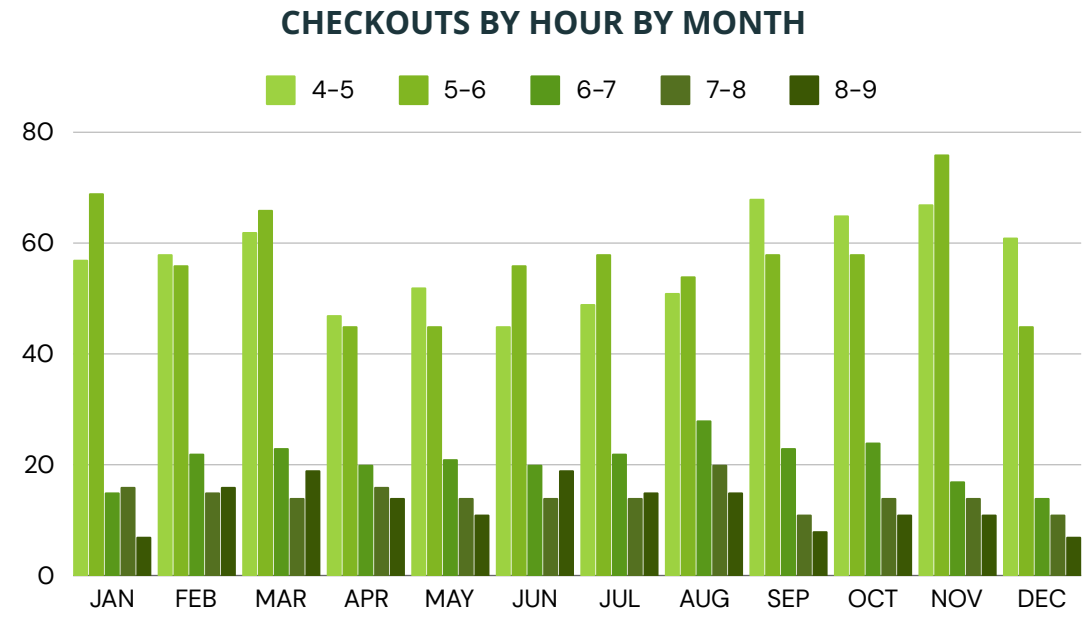
This pattern stays consistent throughout the week, though there is a significant bump on Wednesdays due to the influence of the Summer Reading Program. Activities are held weekly from 10-12, which is why there is such a spike there.

After 6 PM, checkouts drop significantly.

AVERAGE ITEM CHECKOUTS



This is a consistent trend no matter the month, with significant bumps in June and July during the early hours of the day, and another spike in November between 5 PM and 6 PM. Regardless of these spikes, however, checkouts drop off significantly after 6 PM no matter what time of year we take metrics from.



A closer analysis month by month in the evening from 4-9 PM confirms the same pattern.

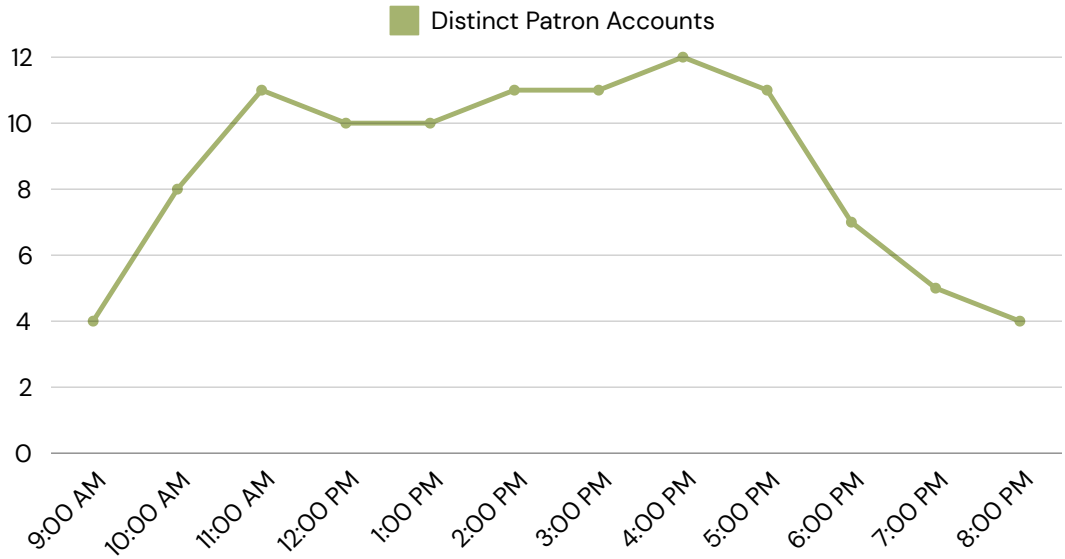


PATRONS CHECKING OUT

These metrics are taken from Metabase to determine how many distinct library cards are being used to check out items.

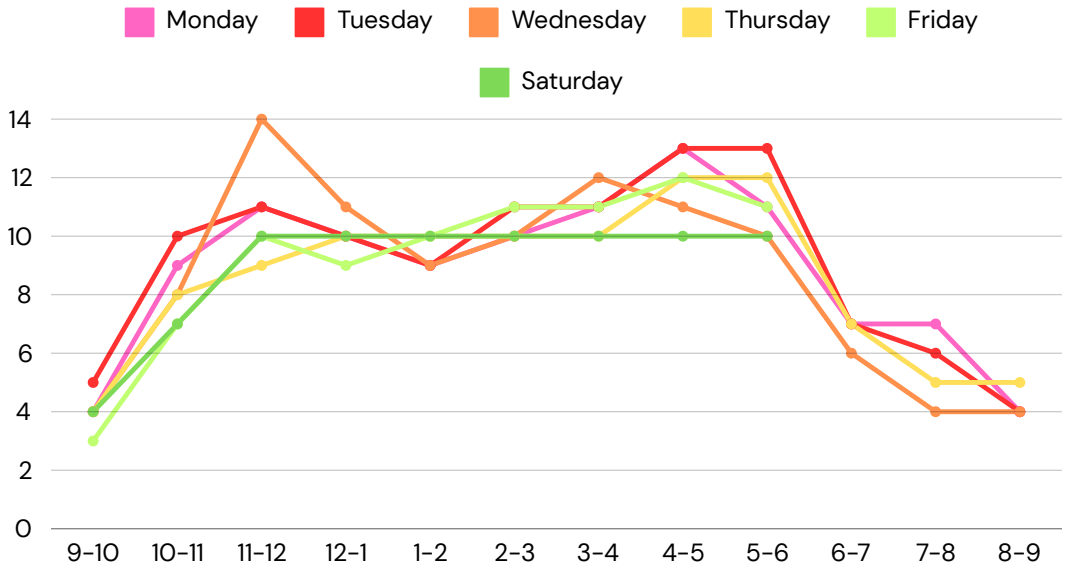
PATRONS CHECKING OUT

AVERAGE PATRONS CHECKING OUT OVERALL



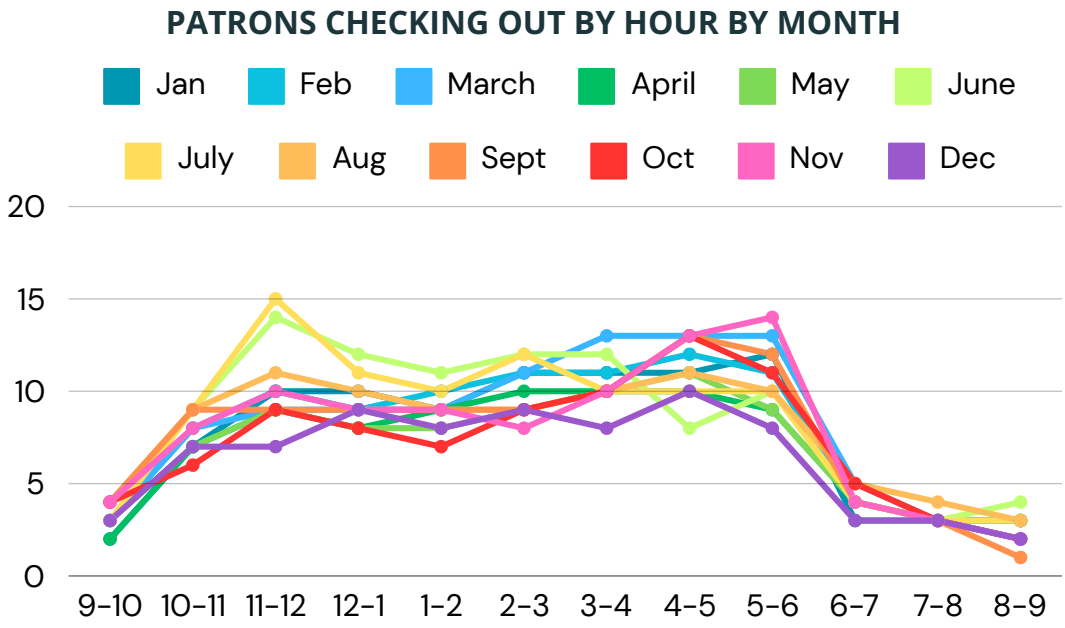
The number of patrons checking out drops off after 6 PM, again lower than the rest of hours of operation except for our first hour, 9-10 AM.

AVERAGE PATRONS CHECKING OUT BY WEEKDAY

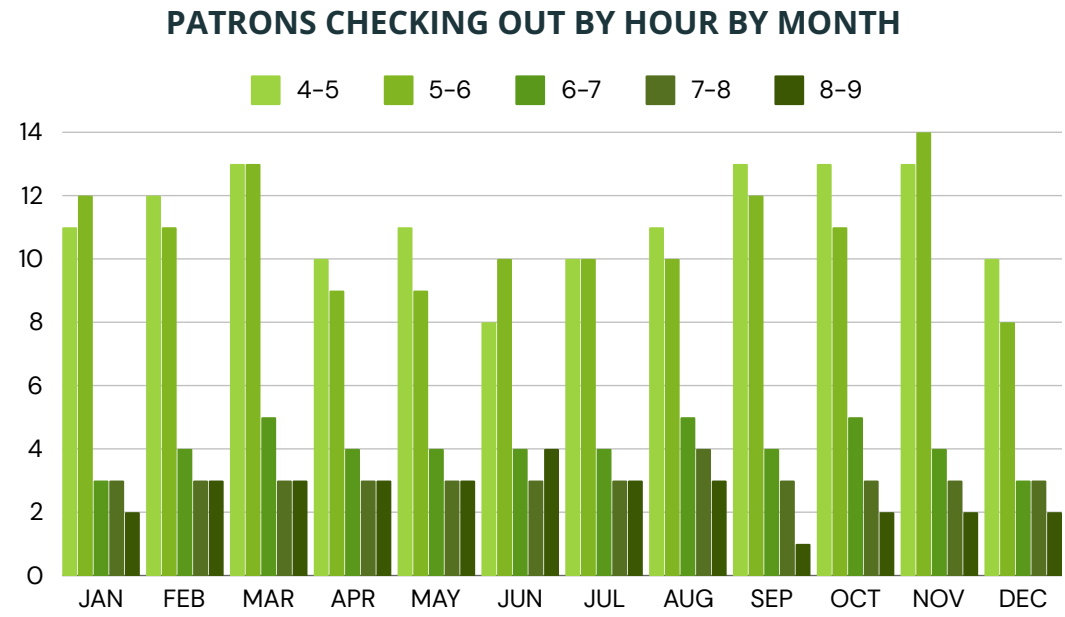


The average number of people checking out remains fairly consistent in the evenings, with some variation from 7 PM to 8 PM. Even so, there are fewer than 8 people checking out materials on average from 6 PM to 9 PM.

PATRONS CHECKING OUT



This trend is consistent no matter the month.



Again, a closer analysis showing that there is a drop in patrons checking out materials after 6 PM. There is rarely more than 5 people checking out after 6 PM, or more than 4 people checking out after 7 PM.

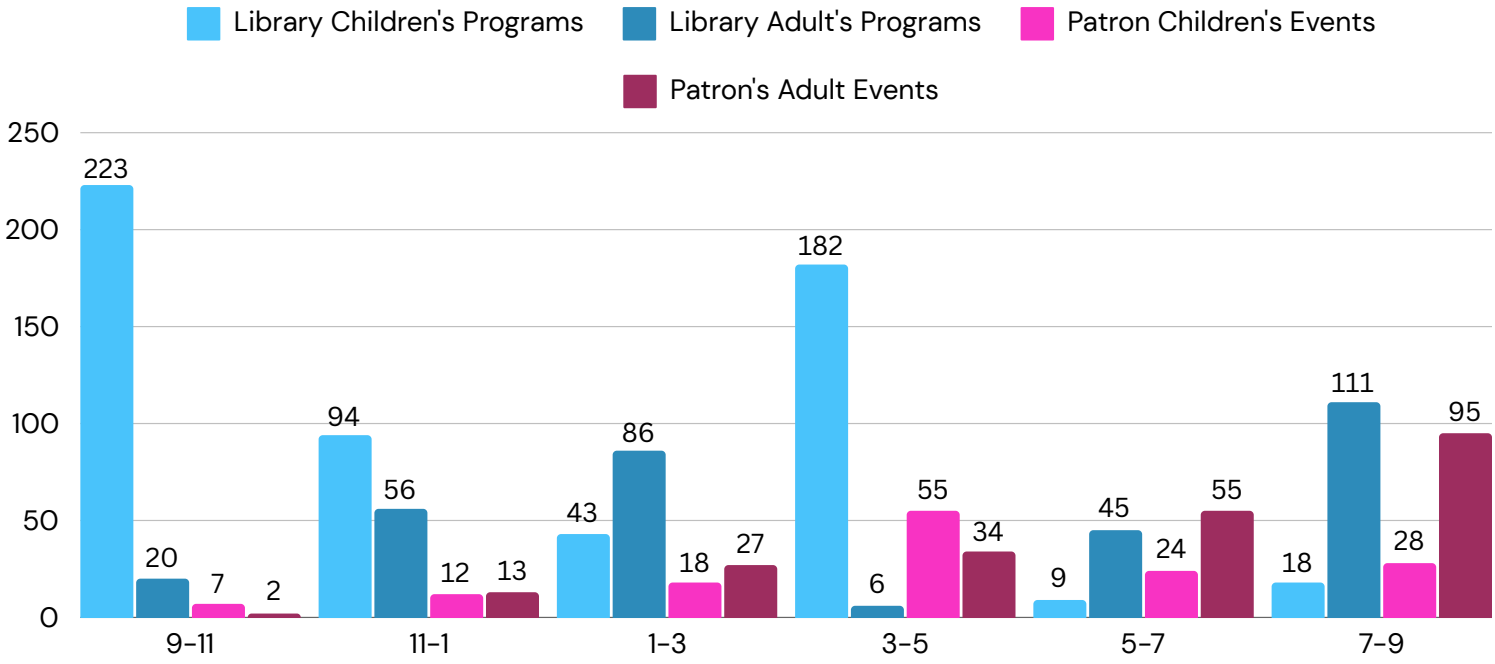


LIBRARY PROGRAMS

These metrics are pulled from our calendar and statistics

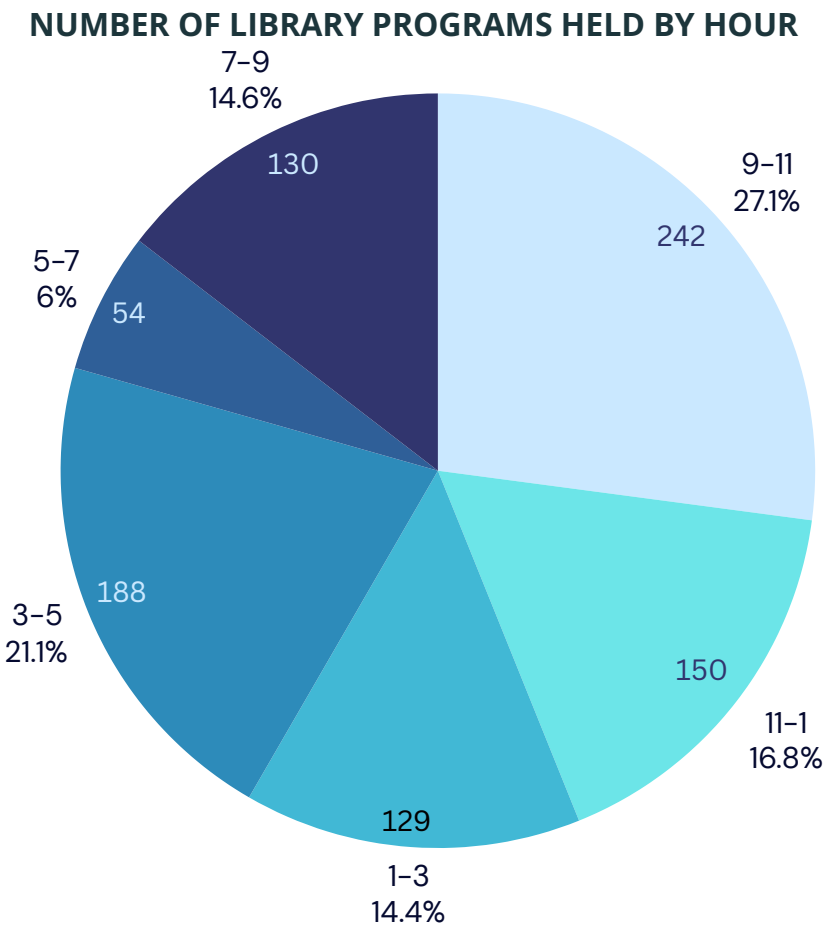
LIBRARY PROGRAMS

LIBRARY PROGRAMS AND PATRON EVENTS



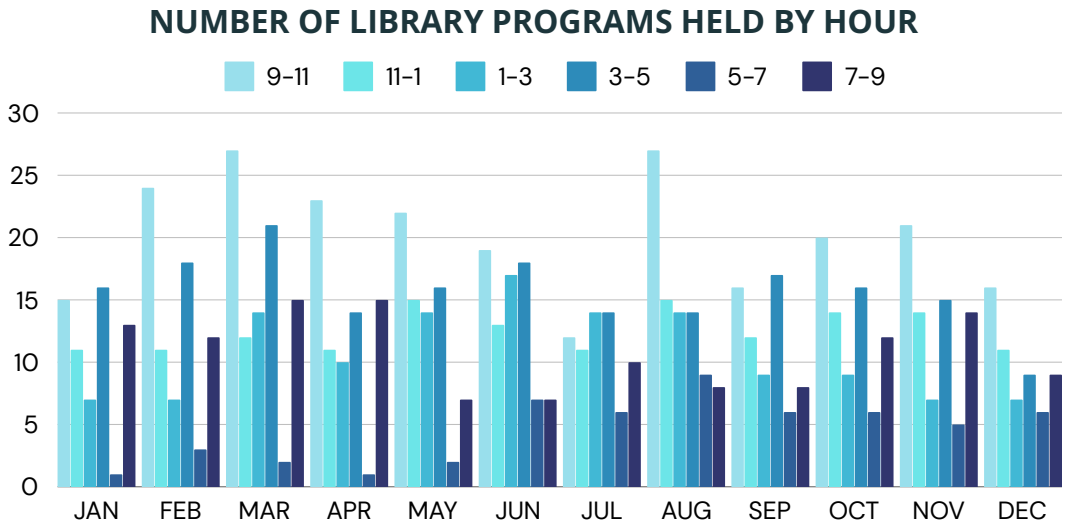
Time slots for programs are based on how much of the event occurred within each 2-hour increment. Any event with equal time overlapping increments is considered to be part of the later increment. (E.g. an event lasting from 4-6 PM is considered to fall in the 5-7 PM time slot.) Events spanning multiple 2-hour increments will be considered as part of the latest increment. (E.g. A blood drive running from 1-6 PM is considered to fall in the 5-7 PM time slot.)

LIBRARY PROGRAMS



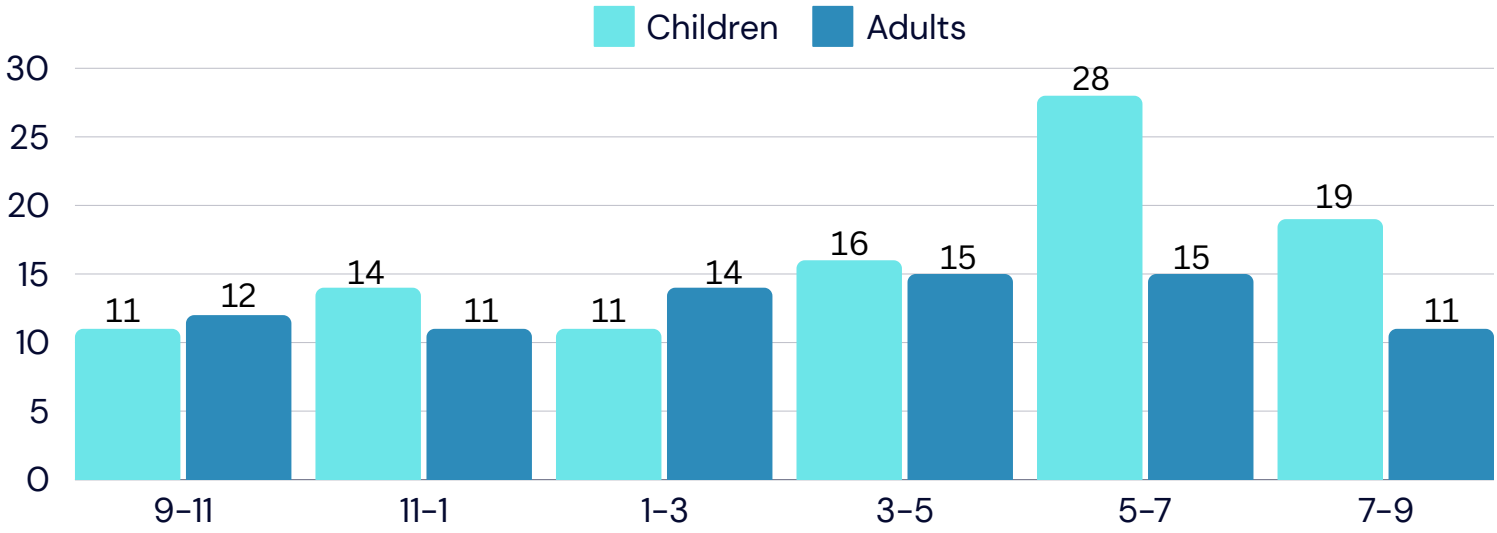
In 2023 the vast majority of our events took place before 5:00, not only because there were more hours in the day, but because we had more staff available to run such events.

The bare minimum staff required to run the library is two people, one for each of the service desks. We usually have three clerks scheduled in the evenings and two pages until 7 when it slows down. The third clerk is most often utilized for desk coverage during dinners. Evening staff is minimal in the evenings, which is partly why we don't do as many events in the evenings.



The time frame during which we hold the fewest programs is from 5-7 PM. This is because the majority of our staff leaves at 5, and the rest of our clerks are rotating dinner so nobody is available to run programming unless special accommodations are made to the schedule. Much of our programming depends on our staff's availability and needs, which may vary from month to month.

LIBRARY PROGRAMS BY HOUR



There appears to be a spike in children's attendance from 5-7, but this is mainly because there were only a total of 9 children's programs during that time, for which we had recorded the following attendance numbers:

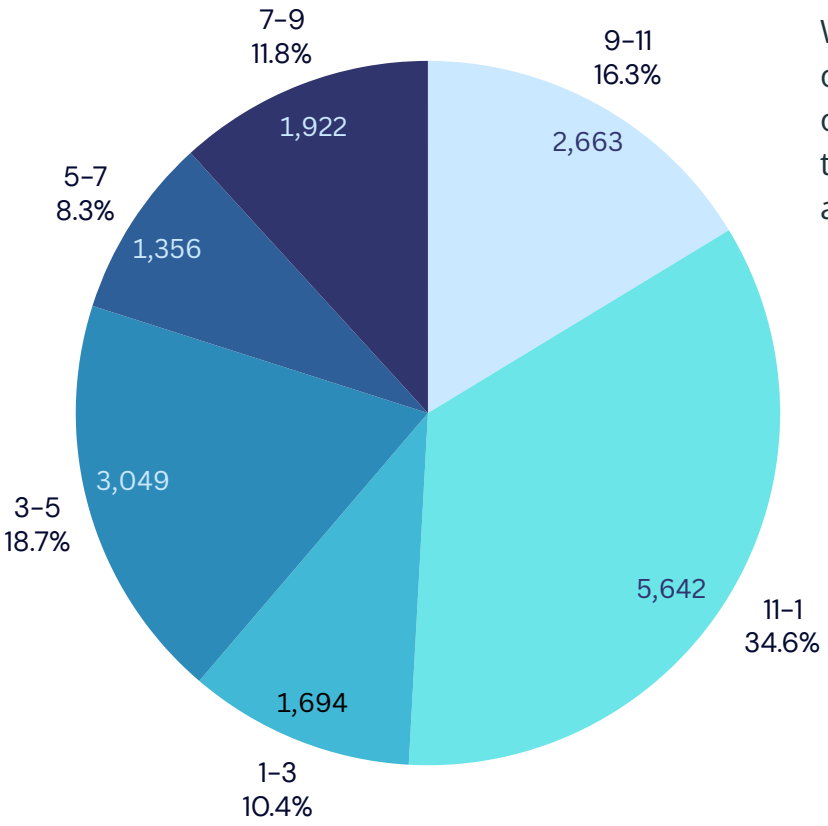
- **National Author's Day Movie** **1**
- **Library Movie Day** **3**
- **Children's Movie** **5**
- **Library Movie Day** **5**
- **Teen Bad Art Night** **14**
- **Terrible T-shirt Totes** **51**
- **Sensory September** **68**
- **Santa at the Library** **206**
- **Dr. Seuss Birthday Party** **350**

With nearly half of the events held during this time resulting in such high numbers, and with the sample size being so small, the number is understandably skewed. Without the high attendance numbers, the average would look more like 6 instead of 28.

There is also a bit of a rise during the 7-9 time period for children due to one of the Summer Reading Activities taking place in tandem with the John Wesley Powell Festival outside, which resulted in recorded numbers of 229. 3 more of the 18 children's events in this time slot exceeded 50 in attendance as well. Without these numbers, the average would be about 12 instead of 19.

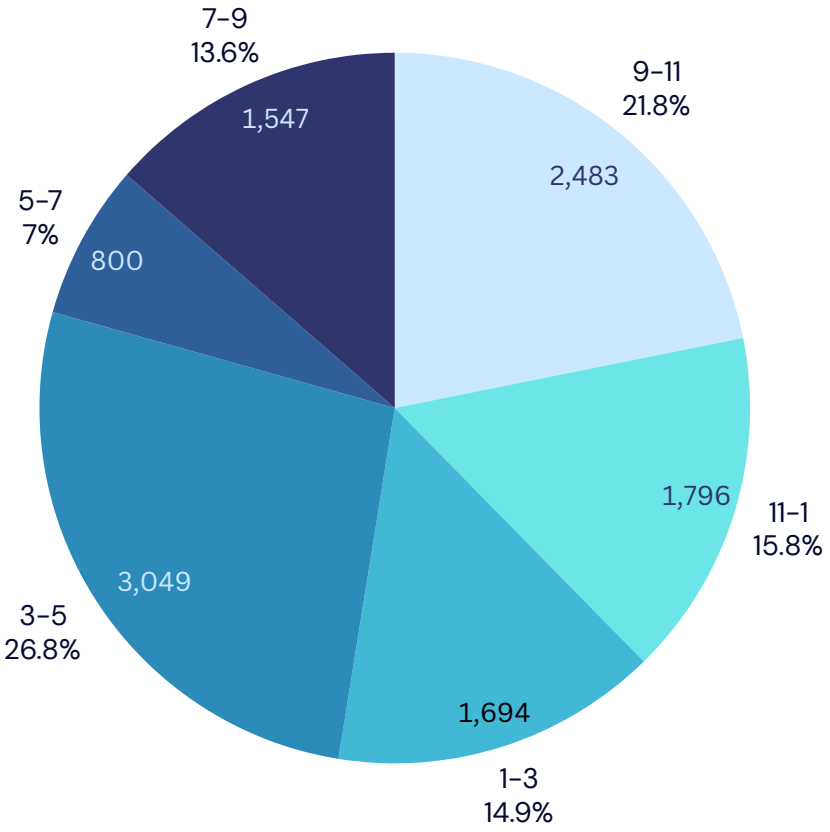
LIBRARY ATTENDANCE TRENDS

LIBRARY PROGRAM ATTENDANCE (RAW)



We saw the majority of attendance at our on-site programs during the first third of our operating hours. This is in large part due to the high attendance at our summer reading activities.

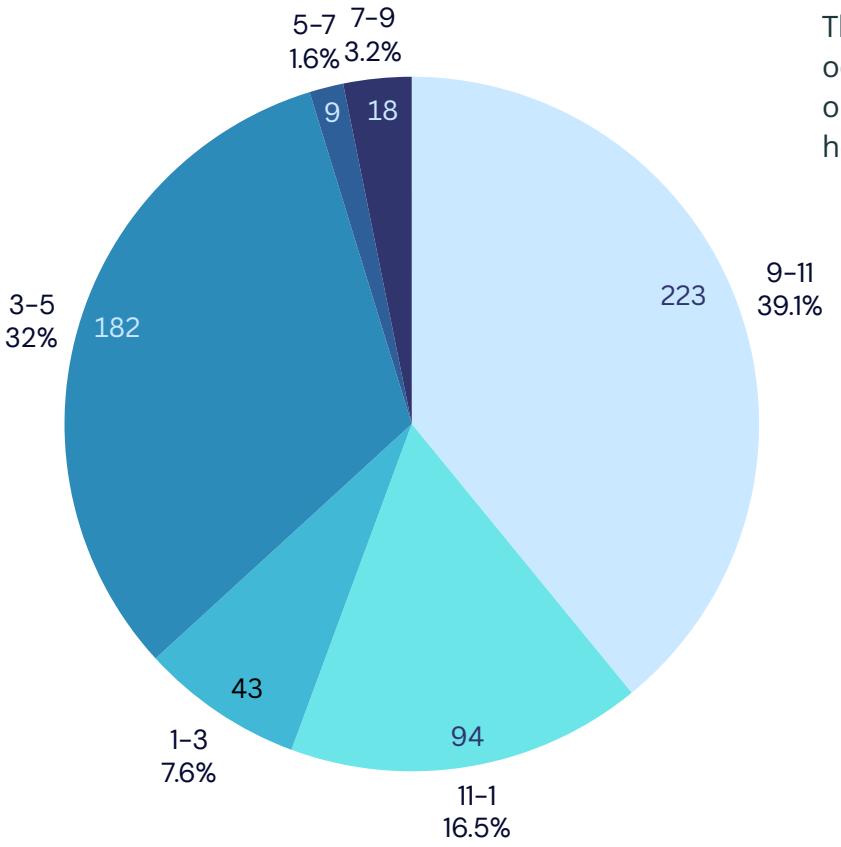
LIBRARY PROGRAM ATTENDANCE (UNDER 100)



If we remove the high-attendance events such as our Summer Reading Activities, Santa Activities, Dr. Seuss Birthday Party, and the Halloween Walk, our attendance numbers are more evenly distributed, with most events being attended from 9-11 and 3-5.

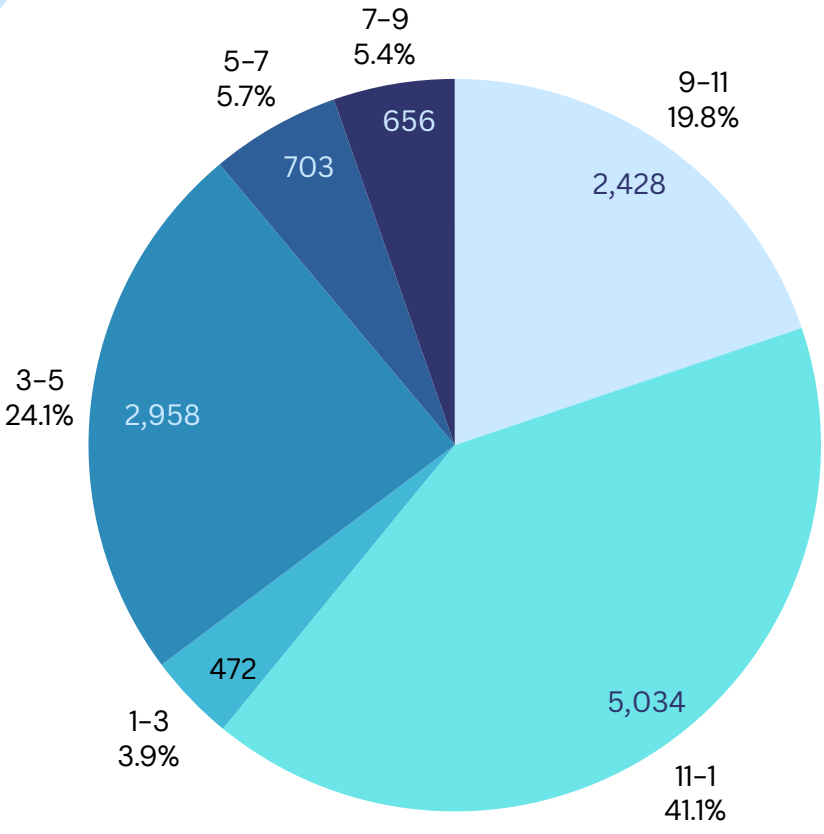
LIBRARY PROGRAMS FOR CHILDREN

CHILDREN'S PROGRAMS BY HOUR



The vast majority of our children's programming occurs during the 9-11 AM hours, when we do our story times, and the 3-5 PM hours, when we hold our after-school activities.

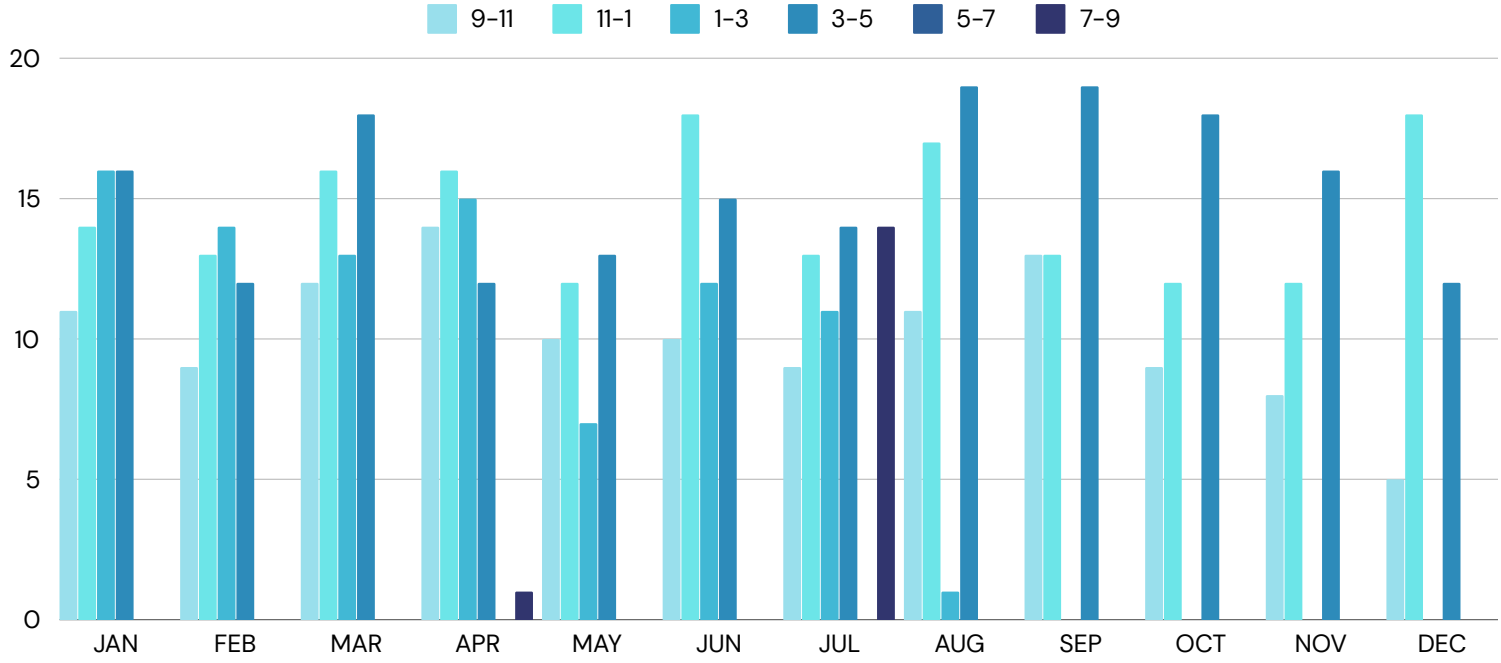
CHILDREN'S PROGRAM ATTENDANCE



As with our overall library program attendance, we saw the highest attendance during the 11-1 time slot. This, again, may be attributed to the summer reading activities.

LIBRARY PROGRAMS FOR CHILDREN

AVERAGE CHILDREN'S ATTENDANCE BY MONTH (ADJUSTED)

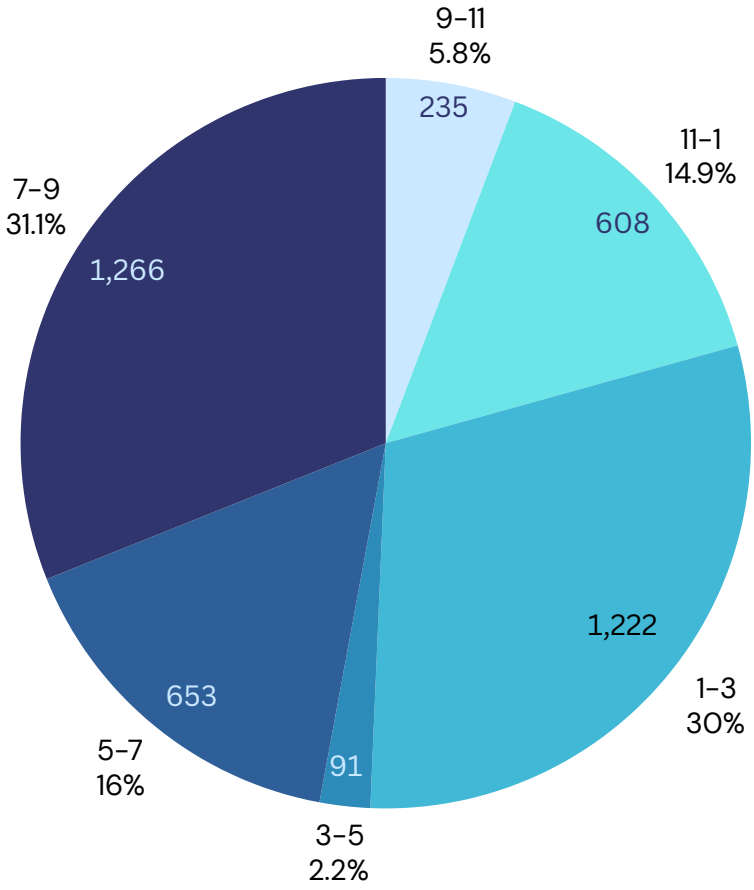


If any time slot in a given month recorded less than three events, averages were not provided. When numbers over 50 made up more than 10% of the total sample, these numbers were removed. Numbers over 100 were not used.

For most of the 5-7 PM and 7-9 PM time slots, there were not enough events each month to calculate averages without unfairly skewing the data. Only July had more than three events with a total of five, and of those, one event was the summer reading activity that recorded 229 for attendance. The other events were movie nights that required minimal staff involvement and one T-shirt Tote Bag event for teens.

LIBRARY PROGRAMS FOR ADULTS

PROGRAMS FOR ADULTS BY HOUR



Most of our adult attendance occurred either during the 1-3 PM timeslot or the 7-9 PM timeslot, which may be due to those time slots being the only slots where we had consistent, weekly events for adults. Of these, only one event recorded more than 100 people; the other 323 events geared toward adults recorded 55 or fewer attendees.

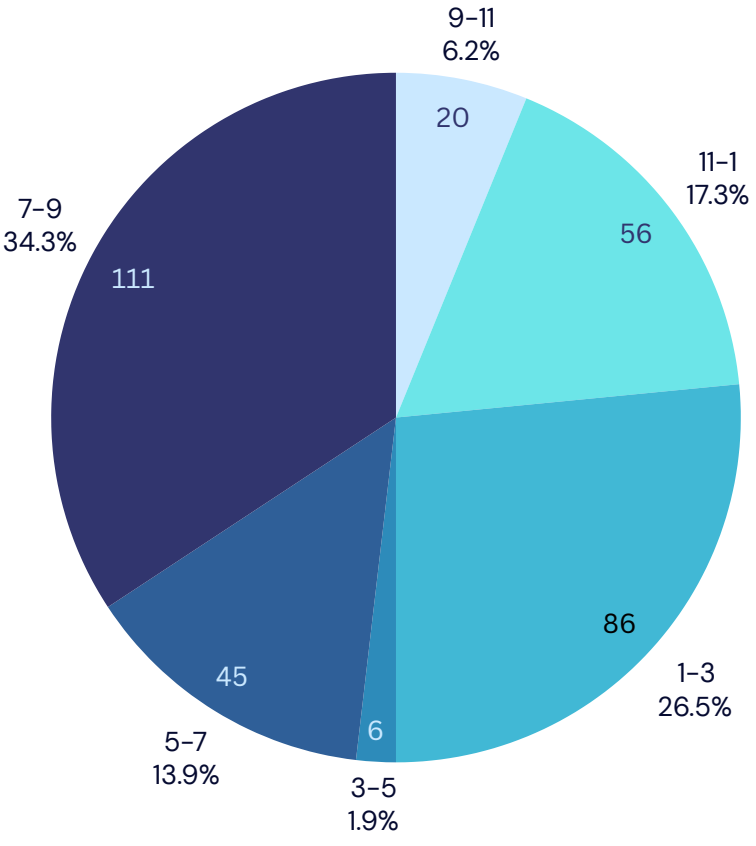
The times when we held the most programs for adults were during the 11-1 time slot, the 1-3 PM time slot, and the 7-9 PM time slot.

We have quilters meeting weekly at the library during the 11-1 time slot, which accounts for the majority of the programming at that time.

We held our art class and our senior/town socials each week from 1-3 PM for most of the year.

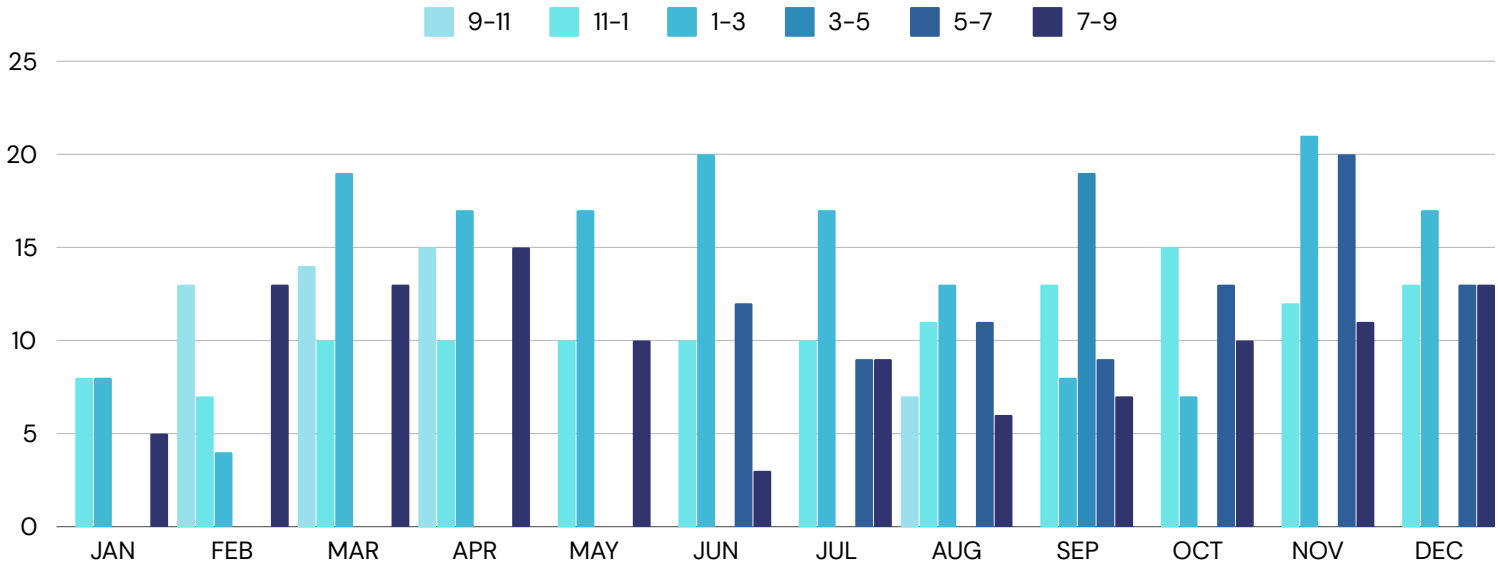
We had VITA, our journaling class, and our crochet club frequently during the 7-9 PM hour. VITA occurred multiple times weekly for the first four months of the year, with the journaling class occurring weekly throughout, and the crochet club occurring weekly for the latter half of the year.

PROGRAMS FOR ADULTS BY HOUR



LIBRARY PROGRAMS FOR ADULTS

AVERAGE ADULT ATTENDANCE BY MONTH (ADJUSTED)



If any time slot in a given month recorded less than three events, averages were not provided. When numbers over 50 made up more than 10% of the total sample, these numbers were removed. Numbers over 100 were not used.

Most adults attend either during the 1-3 PM or 7-9 time slots. There are a couple of anomalies, mainly because most of our programming is geared toward children.

There are higher numbers during the 9-11 time slots in February, March, and April due to the Saturday morning VITA sessions. There were also increased numbers during the 7-9 PM time slots for these months due to VITA being there two evenings each week.

The anomaly in September during the 3-5 time slot
is courtesy of the Star Fall Ball, which drew 35 attendees next to three other events in this time slot that respectively drew 13, 8, and 7 attendees.

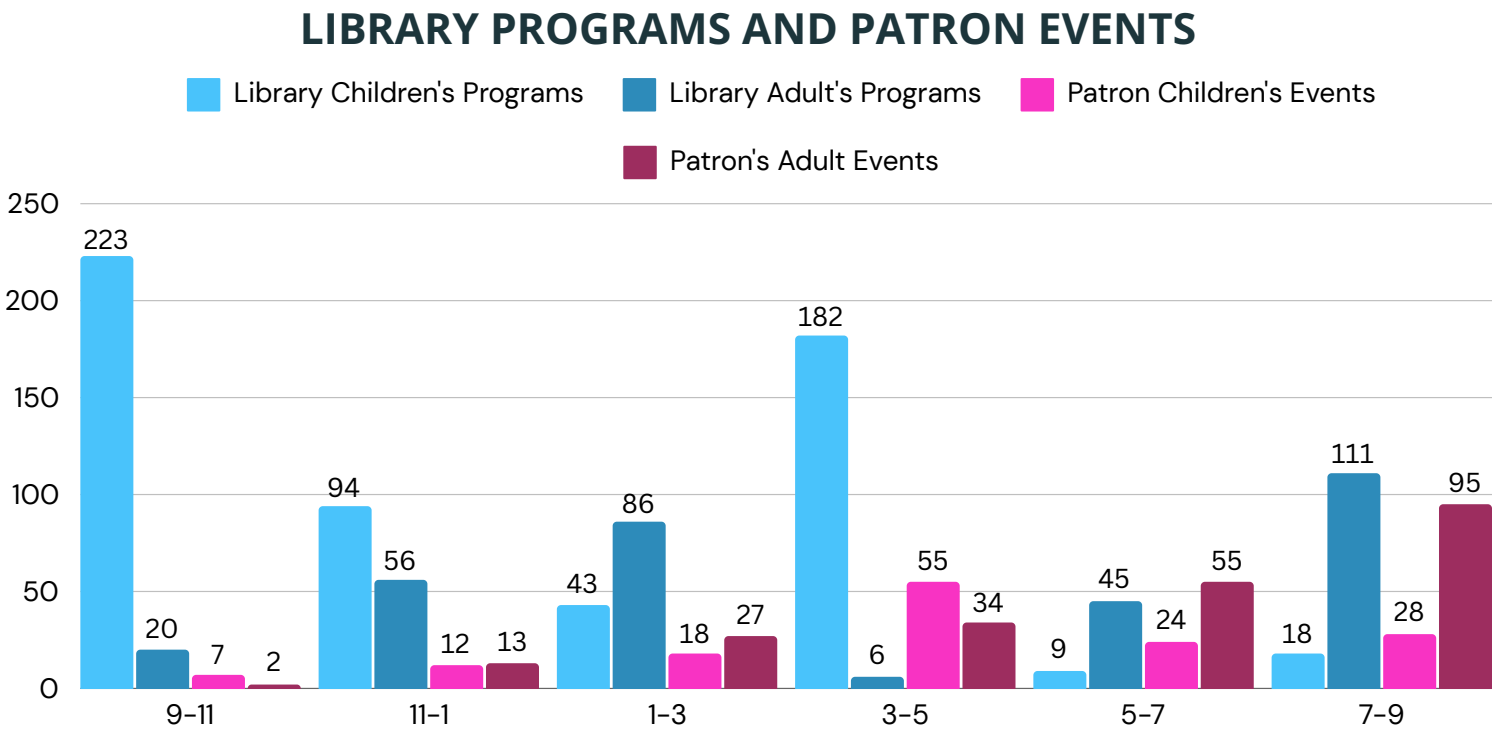
In November during the 5-7 time slot there was an uptick due to the American Red Cross Blood Drive which drew 47 attendees next to three other events which had 21, 4, and 7 attendees.



PATRON BOOKINGS & EVENTS

These metrics are pulled from our calendar and statistics

PATRON BOOKINGS & EVENTS



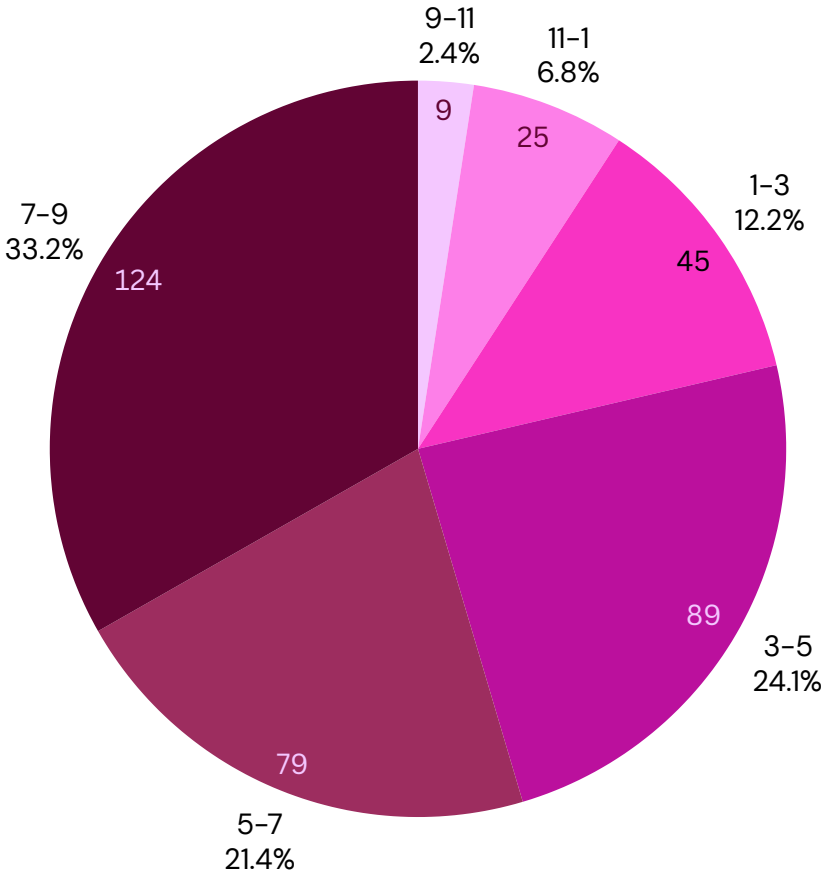
Of course, the library and its conference rooms are not exclusively used for library programming. Rarely a day goes by when we do not have a booking made by a single patron or external party.

Note: these numbers do not include study room usage. Time slots for bookings are based on how much of the event occurred within each 2-hour increment. Any event with equal time overlapping increments is considered to be part of the later increment. (E.g. an event lasting from 4-6 PM is considered to fall in the 5-7 PM time slot.)

Events spanning multiple 2-hour increments will be considered as part of the latest increment. (E.g. An event lasting from 1-6 PM is considered to fall in the 5-7 PM time slot.)

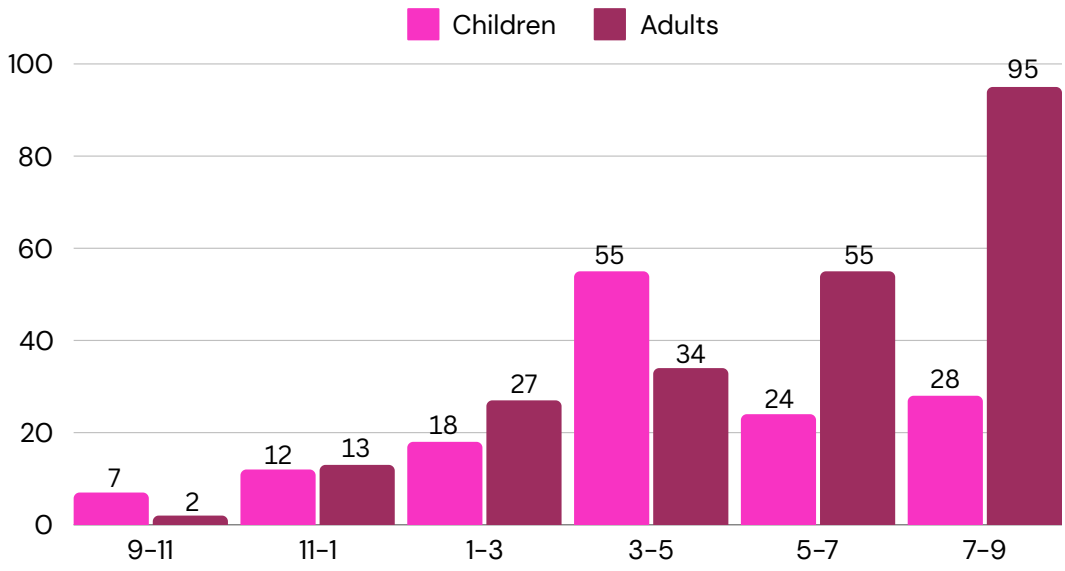
PATRON BOOKINGS & EVENTS

NUMBER OF PATRON EVENTS HELD BY HOUR



About two-thirds of patron programming takes place before 7:00. The other third either extends past 7:00 or is scheduled at or after 7:00. This is significant due to the fact that an entire third of patron events are reserved during the last 2 hours of the 12 hours of operation at the library.

NUMBER OF PATRON EVENTS HELD BY HOUR



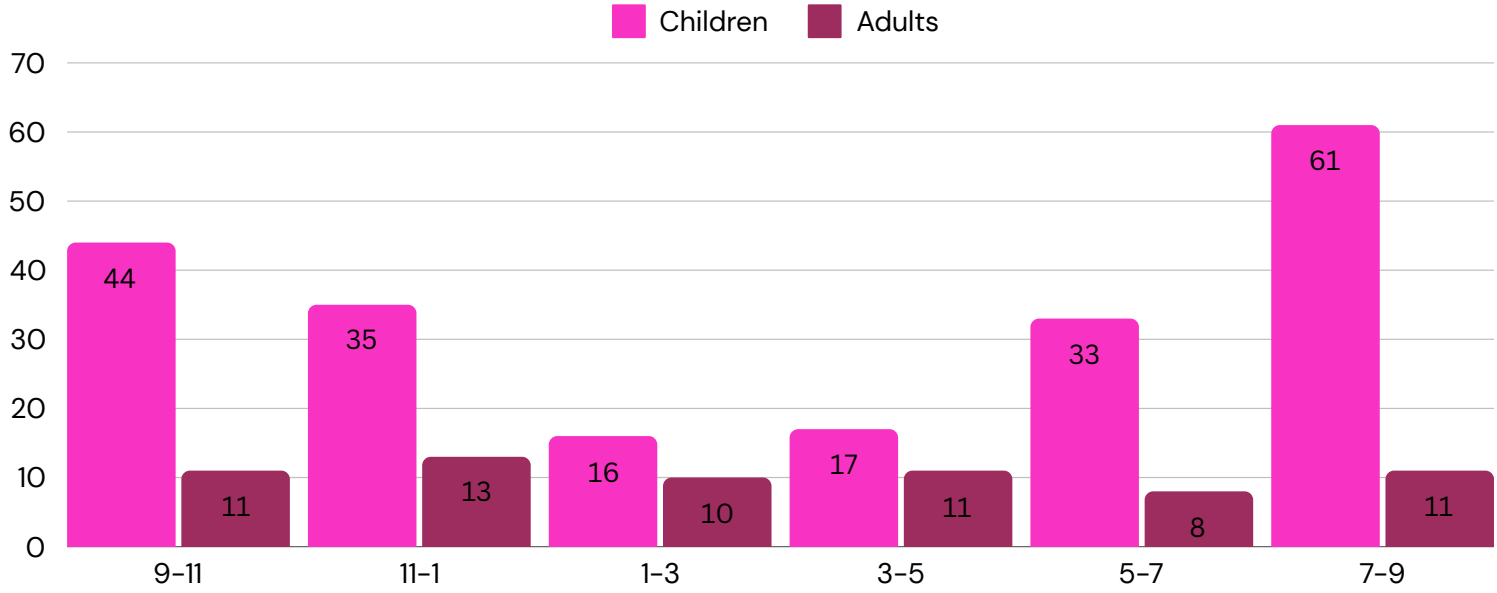
The number of bookings for children's events spikes during the 3-5 PM time slot, directly after school, but remains significant from 5-9 PM. Adult bookings rise significantly during the latter half of the day, especially during the last two hours of operation.

Daytime events are split down the middle between children-centric events and adult-centric events.

In the evenings, there are three times as many non-sponsored adult-centric events as there are children-centric events. (150 for adults versus 53 for children in 2023)

PATRON BOOKINGS & EVENTS

AVERAGE PATRON ATTENDANCE



There are a few significant numbers to consider when viewing this chart.

First, there were approximately 7 children-centric events booked by patrons in the 9-11 AM slot, of which 5 events reported attendance above 40. These events included the Discover 4-H Cloverbud Series run concurrently with the summer reading program, a recital, and a preschool graduation.

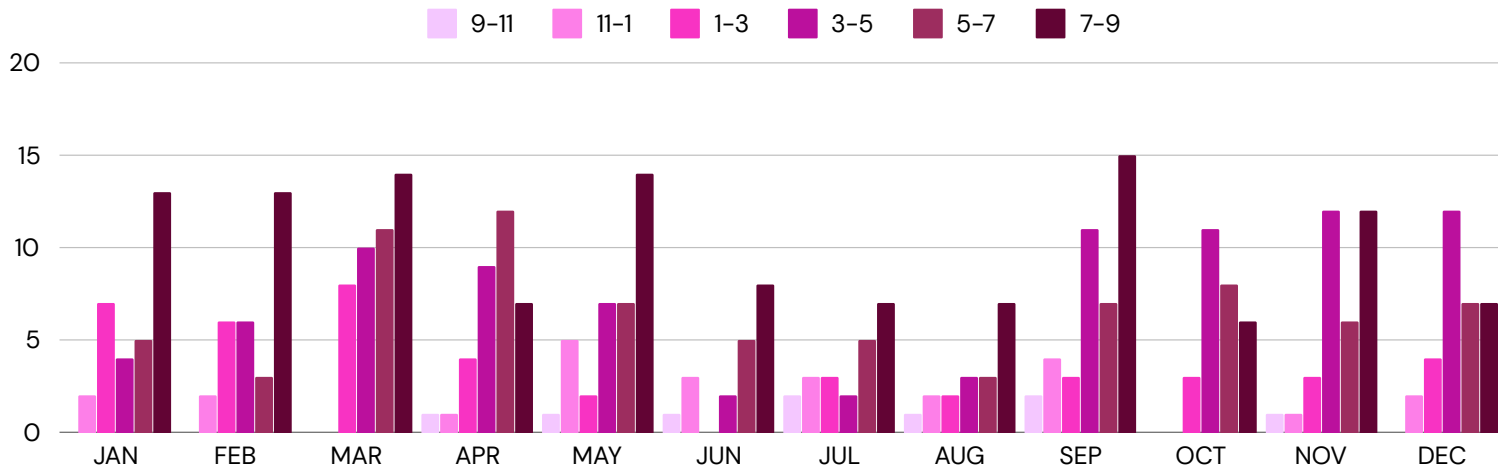
Another preschool program and three recitals further contributed to the heightened children's number during the 11-1 time slot. There were 12 events, one of which recorded 116 attendees, one with 66, one with 54, and one with 40.

Of the 23 children's events in the 5-7 PM time slot, 11 of them were piano recitals with moderate to high numbers, including a Federation of Music Club event which recorded 191 attendees over a period of 4.5 hours.

Of the 28 children's events during the 7-9 PM slot, 19 of them were piano recitals recording numbers from 30-117.

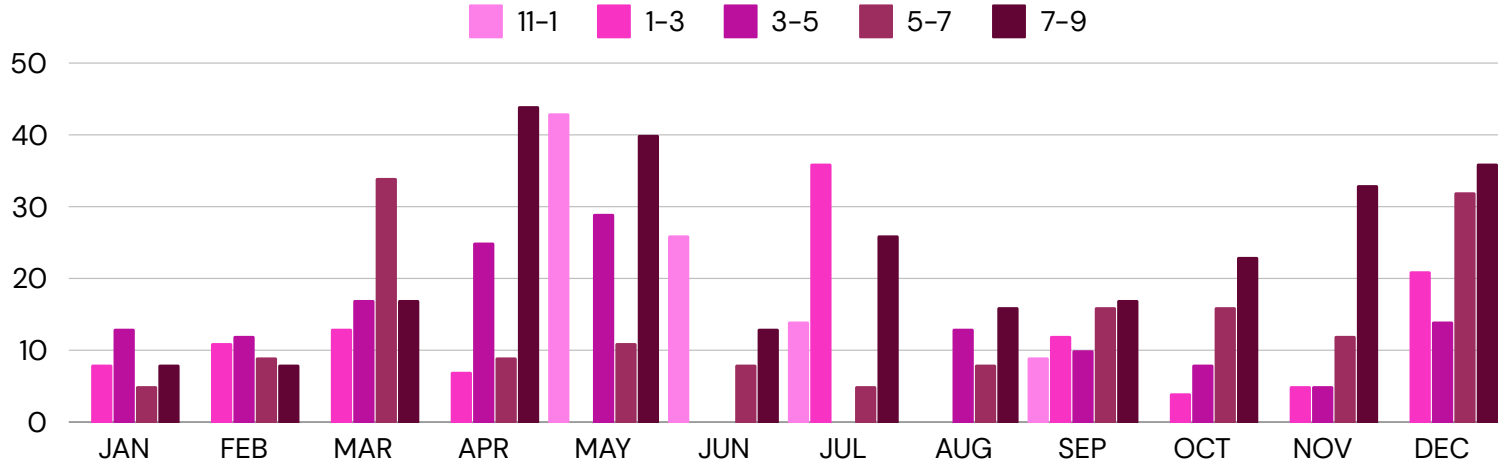
PATRON BOOKINGS & EVENTS

PATRON BOOKINGS BY HOUR BY MONTH



On average we see fewer patron bookings during the summer months than the rest of the year for most time slots. The exception is the 9-11 time slot, which sees increased bookings during spring and summer and fewer bookings during the fall and winter.

AVERAGE PATRON ATTENDANCE BY HOUR BY MONTH

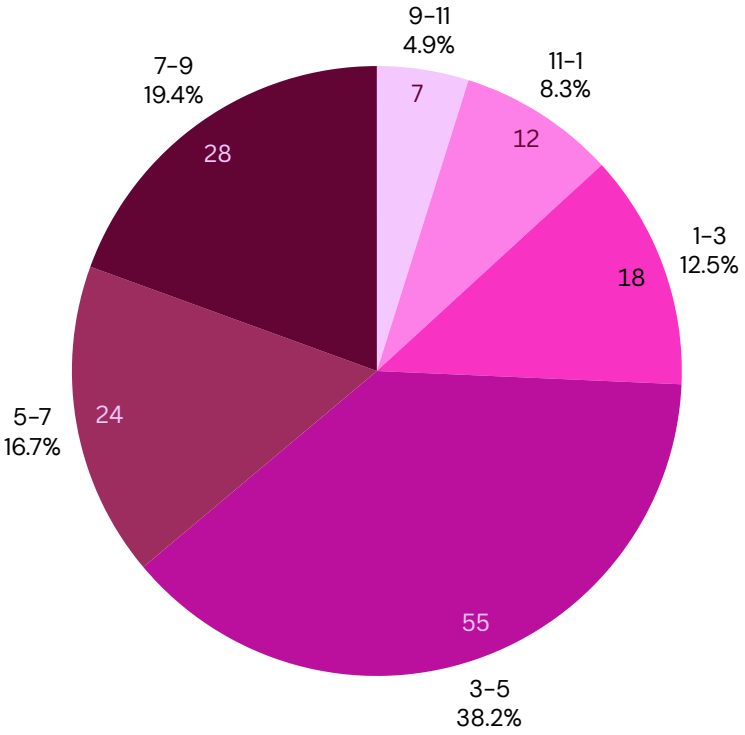


If any time slot in a given month recorded less than three events, averages were not provided. There is a distinct rise in average attendance during the sprint and early summer months, with a dip during the late winter months and fall before rising again in late fall and early winter.

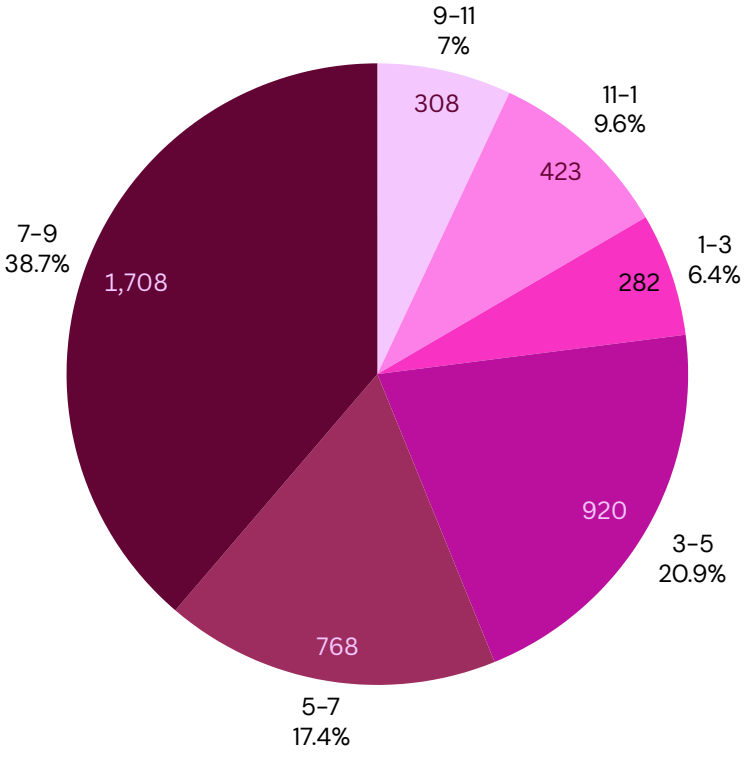
PATRON BOOKINGS & EVENTS

Little more than one-quarter of patron bookings (37) geared toward children, teens, and families occur during the first half of our operating hours, with the vast majority (108) being booked during the latter half. This is likely due to children being in school during the first half of the day. Of those 108 bookings, approximately half occur during the after-school hours of 3-5 PM, and with the rest being split more or less evenly between the 5-7 PM and 7-9 PM time slots.

PATRON CHILDREN'S EVENTS BY HOUR



PATRON CHILDREN'S ATTENDANCE BY HOUR



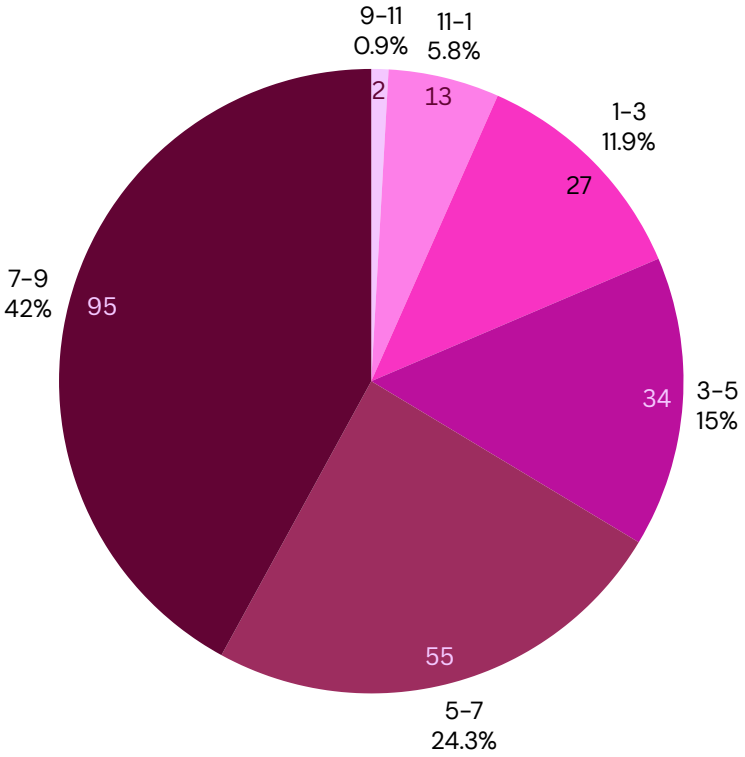
Less than a quarter of events were attended during the first half of our hours of operation, consistent with the booking patterns. More than three-quarters were attended after school hours by families, teens, tweens, and children, with the majority attending during the 7-9 PM hour, since the most highly attended events tended to occur during that time frame.

PATRON BOOKINGS & EVENTS

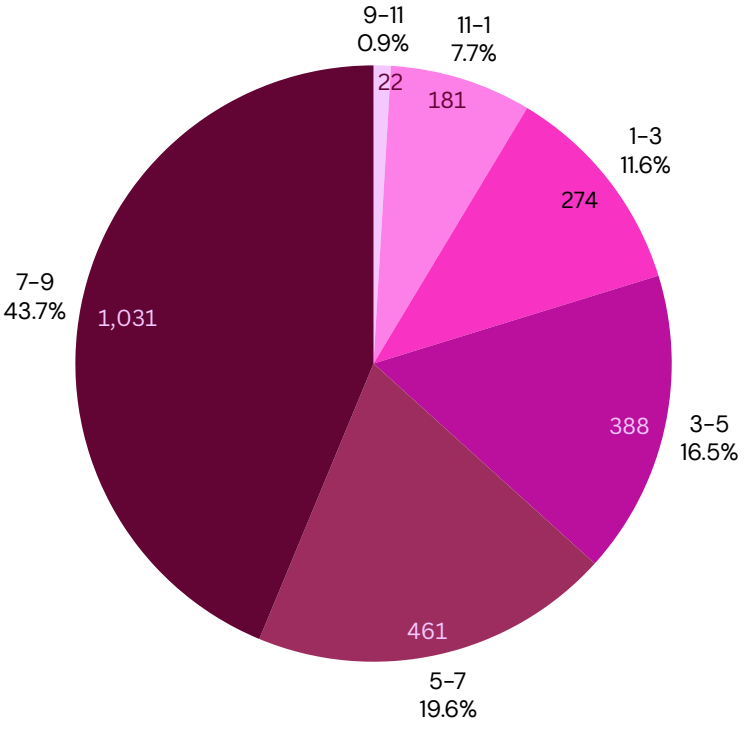
Even more telling, however, is how many of the 226 bookings for adults occurred during the last four hours of operation. A third of events took place during the first eight hours of operation between 9 AM and 5 PM, with a further quarter occurring during the 5-7 PM time slot and the other 42% occurring during the 7-9 time slot.

It should be noted that most events in the 7-9 PM time slot end between 8 and 8:30, after which patrons will usually linger and chat until closing at 9 PM. This is especially true of book clubs.

PATRON EVENTS FOR ADULTS BY HOUR



ADULT PATRON ATTENDANCE BY HOUR



The attendance for adults closely follows the booking trends, very nearly mirroring it.