

FY23 Output Statistics- Annual Report

	Q1	Q2	Q3	Q4	YTD	Last YTD	% Change
Library Services: Provide library facilities, materials, and equipment.							
A. Downtown Building Use							
Total Hours Open	859	827	852	844	3,382	3,400	-0.5%
People into the Building	120,723	106,013	112,450	136,258	475,444	375,939	26.5%
Average Number Per Hour	140.5	128.2	132.0	161.4	140.6	141	0.0%
Bookmobile Use							
Bookmobile Total Hours Open	290	226	222	248	986	920	7.1%
People on Bookmobile	5,669	3,979	2,888	4,553	17,089	15,037	13.6%
Average Number per Hour	20	18	13	18	17	16	6.1%
Total Downtown & Bookmobile Hours Open	1,149	1,053	1,074	1,092	4,368	4,320	1.1%
Total People Downtown & on Bookmobile	126,392	109,992	115,338	140,811	492,533	390,976	26.0%
Total Average Number per Hour	110	104	107	129	113	90	24.6%
B. Meeting Rooms							
Number of Non-Library Meetings	240	262	296	275	1,073	733	46.4%
Estimated Attendance	5,161	7,089	6,013	7,124	25,387	16,543	53.5%
Equipment Set-ups	24	50	37	38	149	128	16.4%
Group Study Room Use	1,408	1,646	2,020	1,716	6,790	5,041	34.7%
Lobby Use	0	0	1	0	1	1	0.0%
C. Equipment Usage							
Photocopies by Public	6,970	3,825	3,958	4,817	19,570	19,177	2.1%
Pay for Print Copies	17,993	11,851	14,810	17,600	62,254	46,479	33.9%
% Checkouts by Self-Check	70.1%	70.8%	71.5%	70.1%	70.6%	71.1%	-0.5%
D. Downtown Use of Electronic Materials							
Listening/Viewing/Tables/Laptops Sessions	270	257	304	352	1,183	408	190.0%
E. Ride 'N' Read							
Bus Passes Distributed Downtown	712	625	841	1,142	3,320	1,971	68.4%
G. To Go Kits							
Children's	0	0	0	0	0	3,747	-100.0%
Tween's	0	20	0	30	50	100	-50.0%
Teen's	10	0	0	0	10	104	-90.4%
Adult's	0	0	0	0	0	67	-100.0%
Total To Go Kits	10	20	0	30	60	4,018	-98.5%
Lending Services: Lend materials for home, school, and office use.							
A. Circulation Downtown							
(Materials plus equipment; includes eAudio; does not include items circulated in-house.)	318,273	289,678	312,450	310,451	1,230,852	1,223,381	0.6%
Percent AIM Circulation Downtown	1.45%	1.51%	1.46%	1.88%	1.88%	1.29%	0.6%
Circulation on Bookmobile							
	6,898	4,635	5,038	5,437	22,008	26,317	-16.4%
Percent AIM Circulation on Bookmobile	0.26%	0.23%	0.18%	0.21%	0.21%	0.18%	17.2%
Total Circulation Downtown & Bookmobile	325,171	294,313	317,488	315,888	1,252,860	1,249,698	0.3%
Percent AIM Total Circulation Downtown & Bookmobile	1.67%	1.72%	1.61%	2.06%	2.06%	1.44%	0.6%
Average Total Circulation Downtown & Bookmobile Per Hour							
	371	350	367	368	364	360	1.1%
B. Circulation by Type of Material (Includes downloads; does not include mending, lost, etc.)							
Adult Materials	216,163	204,232	220,239	218,211	858,845	821,002	4.6%
Children's Materials	109,711	90,800	98,478	98,549	397,538	431,567	-7.9%
Percent Children's	34.5%	31.3%	31.5%	31.7%	32.3%	35.3%	-8.4%
Non-Print	54,415	49,224	52,443	47,319	203,401	230,252	-11.7%
Percent Non-print	17.1%	17.0%	16.8%	15.2%	16.5%	18.8%	-12.2%
Equipment loans	92	92	77	35	296	573	-48.3%
Downloads	83,866	84,899	95,727	97,014	361,506	309,731	16.7%
C. Circulation by Residence of User (Downtown & Bookmobile)							
(Materials plus equipment; includes downloads; does not include items circulated in-house.)	325,171	294,313	317,488	315,888	1,252,860	1,249,698	0.3%



Iowa City	253,685	231,421	251,566	253,559	990,231	978,661	1.2%
Local Contracts							
Hills	906	695	708	542	2,851	2,899	-1.7%
Hills as % of All	0.28%	0.2%	0.2%	0.2%	0.23%	0.23%	-1.9%
Johnson County (Rural)	24,474	21,856	22,922	22,187	91,439	96,820	-5.6%
Johnson County as % of All	7.53%	7.4%	7.2%	7.0%	7.30%	7.75%	-5.8%
Lone Tree	1,157	1,442	1,111	1,015	4,725	3,568	32.4%
Lone Tree as % of All	0.36%	0.49%	0.35%	0.32%	0.38%	0.29%	32.1%
University Heights	5,204	4,446	4,895	4,811	19,356	20,215	-4.2%
University Heights as % of All	1.60%	1.51%	1.54%	1.52%	1.54%	1.62%	-4.5%
Total Local Contracts	31,741	28,439	29,636	28,555	118,371	123,502	-4.2%
State Contracts - Open Access							
Coralville	13,196	10,918	11,560	11,146	46,820	49,096	-4.6%
Cedar Rapids	1,016	1,191	1,075	1,288	4,570	2,434	87.8%
Other Open Access	19,481	17,948	19,072	16,673	73,174	72,841	0.5%
Total Open Access	33,693	30,057	31,707	29,107	124,564	124,371	0.2%
Open Access as % of All	10.4%	10.2%	10.0%	9.2%	9.9%	10.0%	-0.1%
D. InterLibrary Loans							
Loaned to Other Libraries	358	329	407	416	1,510	1,077	40.2%
Percent of Requests Filled	28.1%	25.5%	28.8%	29.5%	28.0%	27.3%	2.8%
Total Borrowed From Other Libraries	894	786	884	792	3,356	3,149	6.6%
Percent of Requests Filled	87.1%	87.6%	88.8%	86.7%	87.6%	87.7%	-0.1%
Books/Periodicals/AV Borrowed	886	782	877	781	3,326	3,131	6.2%
Photocopy Borrow Requests Filled	8	4	7	11	30	18	66.7%
E. Reserves Placed with Innovative - Materials							
	34,798	30,634	33,772	30,725	129,929	138,425	-6.1%
<i>*Overdrive has not reported fulfilled reserve information since July 2020.</i>							
F. Downloadable Media							
Resident Cards By Area							
Iowa City	72,643	73,741	83,207	84,381	313,972	263,419	19.2%
Hills	138	192	151	109	590	871	-32.3%
Johnson County	7,713	7,262	7,880	7,640	30,495	30,284	0.7%
Lone Tree	125	120	162	150	557	462	20.6%
University Heights	1,328	1,192	1,380	1,476	5,376	5,223	2.9%
Total	81,947	82,507	92,780	93,756	350,990	300,259	16.9%
Student AIM Cards by Area							
Iowa City	1,473	1,797	2,460	3,281	9,011	8,477	6.3%
Hills	4	9	1	9	23	711	-96.8%
Johnson County	208	178	242	75	703	54	1201.9%
Lone Tree	0	1	0	0	1	2	-50.0%
University Heights	25	87	60	43	215	424	-49.3%
Open Access	251	320	184	5	760	926	-17.9%
Total	1,961	2,392	2,947	3,413	10,713	10,594	1.1%
All Cards by Area							
Iowa City	74,116	75,538	85,667	87,662	322,983	271,896	18.8%
Hills	142	201	152	118	613	1,582	-61.3%
Johnson Count	7,921	7,440	8,122	7,715	31,198	30,338	2.8%
Lone Tree	125	121	162	150	558	464	20.3%
University Heights	1,353	1,279	1,440	1,519	5,591	5,647	-1.0%
Open Access	251	320	184	5	760	926	-17.9%
Total	83,908	84,899	95,727	97,169	361,703	309,928	16.7%
By Demographic							
Adult	77,882	78,955	88,924	90,778	336,539	283,162	18.9%
Children's	6,026	5,944	6,803	6,391	25,164	27,691	-9.1%
Total	83,908	84,899	95,727	97,169	361,703	310,853	16.4%
Number of Items Owned (Cumulative)							
E-Audio Items Available	14,019	14,262	14,639	15,049	15,049	13,759	9.4%
E-Book Items Available	26,669	26,660	23,245	26,828	26,828	26,577	0.9%
E-Music	47	47	47	48	48	47	2.1%
E-Magazines	4,331	4,464	4,617	4,817	4,817	4,204	14.6%
E-Newspapers	3	3	3	3	3	3	0.0%
Total Items	45,069	45,436	42,551	46,745	46,745	44,590	4.8%

Information Services: Furnish information, reader advisory, and reference assistance.

A. Reference Questions Answered	6,531	5,539	6,368	6,613	25,051	24,683	1.5%
Reference Questions							
Reference Desk	3,483	2,713	3,192	3,289	12,677	11,314	12.0%
Help Desk	783	573	462	416	2,234	3,308	-32.5%
Switchboard	806	1,011	952	765	3,534	3,380	4.6%
Bookmobile	205	204	322	376	1,107	688	60.9%
Children's Desk							
Reference Questions	1,244	1,030	1,436	1,764	5,474	5,814	-5.8%
Request to Pull Books (Community)	10	8	4	3	25	22	13.6%
Total Children's Questions	1,254	1,038	1,440	1,767	5,499	5,836	-5.8%

B. Electronic Access Services

Computer Services							
Pharos Internet (Downtown In House computer use)	12,263	9,831	11,030	12,081	45,205	30,939	46.1%
Wifi Internet Use Downtown	7,073	3,841	5,577	5,705	22,196	19,286	15.1%
Total Internet Use	19,336	13,672	16,607	17,786	67,401	50,225	34.2%

Website Access

ICPL Website							
# Pageviews of Homepage	82,466	76,753	87,437	81,488	328,144	323,554	1.4%
# Pageviews of Entire Site (Doesn't include catalog)	219,689	203,449	239,642	223,178	885,958	873,287	1.5%
# Visits (Does include catalog)	149,686	147,412	176,589	171,620	645,307	564,763	14.3%

Catalog Access

# Pageviews for ICPL Catalog	452,090	425,201	502,278	471,341	1,850,910	1,662,441	11.3%
# Pageviews for Overdrive	320,655	268,612	234,167	168,876	992,310	1,583,214	-37.3%
Total Catalog Access	772,745	693,813	736,445	640,217	2,843,220	3,245,655	-12.4%

**Overdrive does not count pageviews through the Libby or Overdrive Apps.*

ICPL Mobile App Use	56,523	51,044	52,067	52,416	212,050	156,647	35.4%
---------------------	--------	--------	--------	--------	---------	---------	-------

External Sites

# Pageviews for Beanstack	6,886	3,335	3,864	10,966	25,051	41,731	-40.0%
---------------------------	-------	-------	-------	--------	--------	--------	--------

Total Website Access	1,055,843	951,641	1,032,018	926,777	3,966,279	4,317,320	-8.1%
----------------------	-----------	---------	-----------	---------	-----------	-----------	-------

Subscription Databases Accessed	74,143	81,329	82,741	102,878	341,091	191,869	77.8%
---------------------------------	--------	--------	--------	---------	---------	---------	-------

C. Total Switchboard Calls Received

Total Library Calls	3,108	2,845	3,105	2,743	11,801	12,724	-7.3%
Other Questions (Directional and account questions, meeting room booking, email added FY16.)	4,119	2,506	2,468	2,198	11,291	12,528	-9.9%
Transferred Calls	637	630	711	696	2,674	2,705	-1.1%

Pamphlets Distributed Downtown	6,010	6,313	6,312	6,485	25,120	20,895	20.2%
--------------------------------	-------	-------	-------	-------	--------	--------	-------

Federal Tax Forms Distributed	••	••	••	813	813	586	0.0%
-------------------------------	----	----	----	-----	-----	-----	------

VITA Patrons Assisted	••	••	••	0	0	0	0.0%
-----------------------	----	----	----	---	---	---	------

Alerting Services: Promote awareness of the library and use of its resources.
A. Publications

Number of Publications Printed (Jobs)	60	112	98	104	374	234	59.8%
Copies Printed for Public Distribution	20,192	71,413	18,077	56,201	165,883	213,868	-22.4%
Number of Online Newsletters Subscribers	3,260	3,778	3,863	3,922	3,922	3,192	22.9%
Number of Online Newsletter Distribution	3,017	3,527	3,614	3,647	3,647	2,957	23.3%

C. Displays

In-House	13	23	27	28	91	120	-24.2%
Other Groups	5	7	5	6	23	25	-8.0%
Off-site locations	3	3	6	7	19	2	850.0%

F. Homepage/ Social Media							
Homepage Banner Posts	34	46	23	40	143	190	-24.7%
Homepage Banner Unique Clicks	262	208	307	303	1,080	1,250	-13.6%
Unique Media Releases Opened	7,678	11,208	7,251	9,001	35,138	25,780	36.3%
Media Releases Sent	8	10	7	9	34	34	0.0%
Total Newsletters Opened-Unique Users	1,178	1,244	1,225	1,286	1,225	1,320	-7.2%
Facebook, Twitter, Pinterest Followers (Cumulative)	17,560	17,111	17,356	17,564	17,564	17,110	2.7%
New Facebook, Twitter, and Pinterest Followers	212	117	121	121	571	233	145.1%

**Began tracking 'Media Releases Sent' & 'Total Newsletters Opened-Unique Users' in February, 2022.*

Outreach Services: Provide library service to people who cannot get to the library building.

A. At Home Services							
Packages Sent	529	657	507	482	2,174	2,625	-17.2%
Items Loaned (No renewals)	1,585	1,602	1,420	1,457	6,064	7,948	-23.7%
Registered At Home Users (Cumulative)	250	253	255	261	261	260	0.4%
New Users Enrolled	8	5	5	6	24	34	-29.4%
Number of People Served (Average of monthly count)	55	51	53	64	56	66	-14.9%

B. Jail Service							
People Served	200	204	167	216	787	821	-4.1%
Items Loaned (No renewals)	1,161	1,190	958	1,200	4,509	4,196	7.5%

C. Deposit Collections							
Locations (Cumulative)	3	4	3	6	6	2	200.0%
Items Loaned	270	540	270	240	1,320	1,620	-18.5%
Items Donated to Permanent Collections	1,094	434	719	759	3,006	720	317.5%

D. Remote Bookdrop Use							
Remote as Percent of All Items Checked In	14%	14.0%	13.8%	15.1%	15.1%	15.2%	-0.7%
<i>*Does not include renewals or in-house.</i>							
<i>*The remote bookdrop was used in FY21 but not counted.</i>							

Group and Community Services: Provide library service to groups, agencies, and organizations.

A. Adult Programs							
Programs	21	39	25	35	120	230	-47.8%
In Person Attendance	477	820	414	496	2,207	2,716	-18.7%
Virtual Attendance	61	104	210	53	428	61	601.6%
Outreach Programs	10	1	21	31	63	13	384.6%
Outreach In Person Attendance	60	28	147	360	595	100	495.0%
Outreach Virtual Attendance	12	0	0	0	12	0	0.0%

B. Young Adult Programs							
Programs	51	50	45	48	194	176	10.2%
Programs In Person Attendance	199	252	229	388	1,068	838	27.4%
Programs Virtual Attendance	2	0	0	0	2	206	-99.0%
Outreach Programs	2	13	12	9	36	11	227.3%
Outreach In Person Attendance	23	91	122	266	502	379	32.5%
Outreach Virtual Attendance	0	0	0	0	0	43	-100.0%

C. Children's Programs							
Programs	153	162	160	155	630	542	16.2%
In Person Attendance	6,809	5,771	7,427	8,081	28,088	19,226	46.1%
Virtual Attendance	0	0	0	0	0	0	0.0%
Outreach Programs	56	101	81	85	323	213	51.6%
Outreach In Person Attendance	887	1,842	1,286	1,875	5,890	4,136	42.4%

D. Library Tours and Classes							
Number	70	67	64	62	263	221	19.0%
In Person Attendance	794	786	752	749	3,081	2,816	9.4%
Virtual Attendance	7	0	29	65	101	0	0.0%

**Began distinguishing in person attendance from virtual attendance in February, 2022.*

E. Consulting for Area Groups							
	0	0	0	0	0	3	-100.0%

F. Total Number of Program Content Recordings							
Children's Recordings	5	2	0	2	9	134	-93.3%
Young Adult Recordings	0	0	0	0	0	2	-100.0%
Adult Recordings	19	31	42	27	119	79	50.6%
All Ages/ Other Recordings	1	13	1	2	17	9	88.9%
Total Virtual Program Recordings	25	46	43	31	145	224	-35.3%


G. Total Number of Views of Program Content Recording

Instagram	0	0	0	0	0	355	-100.0%
Facebook	395	101	4,005	73	4,574	2,147	113.0%
Youtube	17,579	20,247	14,065	13,269	65,160	57,958	12.4%
Total Virtual Program Views	17,974	20,348	18,070	13,342	69,734	60,460	15.3%

Control Services: Maintain library resources through borrower registration, overdue notices, equipment training, and controlling valuable materials.

A. Library Cards Issued	1,833	938	1,172	1,607	5,550	5,135	8.1%
Iowa City	1,469	736	953	1,289	4,447	4,055	9.7%
Percent Iowa City	80.1%	78.5%	81.3%	80.2%	80.1%	79.0%	1.5%
Local Contracts							
Hills	6	5	10	7	28	19	47.4%
Johnson County (Rural)	43	27	27	35	132	155	-14.8%
Lone Tree	4	4	2	5	15	9	66.7%
University Heights	6	4	3	6	19	27	-29.6%
State Contract - Open Access							
Coralville	127	92	95	113	427	279	53.0%
Cedar Rapids	25	11	13	31	80	53	50.9%
Other Open Access	153	59	69	121	402	538	-25.3%
Total Open Access	305	162	177	265	909	870	4.5%
Open Access as % of All	16.6%	17.3%	15.1%	16.5%	16.4%	16.9%	-3.3%

B. Total Registered Borrowers (Cumulative)	41,243	41,267	41,943	42,343	42,343	43,154	-1.9%
# At Home Users Registered (Cumulative)	250	253	255	261	261	260	0.4%
# AIM Users (Cumulative)	14,566	14,590	14,661	14,591	14,591	14,605	-0.1%

**AIM library cards are not counted as registered borrowers, and are not included in total registered borrowers.*

C. Overdue Notices							
C. Overdue Notices	43	46	56	47	192	229	-16.2%
Total First Notices (Items)	12,178	12,381	11,926	11,731	48,216	42,182	14.3%
Total Second Notices (Items)	6,497	6,665	6,167	6,088	25,417	20,230	25.6%
Bills-Public (Items)	3,566	3,649	3,482	3,263	13,960	10,879	28.3%