

FY24 Output Statistics- Quarterly Report

	Q1	Q2	Q3	Q4	YTD	Last YTD	% Change
Library Services: Provide library facilities, materials, and equipment.							
A. Downtown Building Use							
Total Hours Open	857	835	847	857	3,396	3,382	0.4%
People into the Building	142,151	120,606	119,992	143,910	526,659	475,444	10.8%
Average Number Per Hour	165.9	144.4	141.7	167.9	155.1	141	10.3%
Bookmobile Use							
Bookmobile Total Hours Open	276	208	208	250	942	986	-4.4%
People on Bookmobile	5,918	2,896	2,845	5,150	16,809	17,089	-1.6%
Average Number per Hour	21	14	14	21	18	17	2.9%
Total Downtown & Bookmobile Hours Open	1,133	1,043	1,055	1,107	4,338	4,368	-0.7%
Total People Downtown & on Bookmobile	148,069	123,502	122,837	149,060	543,468	492,533	10.3%
Total Average Number per Hour	131	118	116	135	125	113	11.1%
B. Meeting Rooms							
Number of Non-Library Meetings	268	269	275	469	1,281	1,073	19.4%
Estimated Attendance	5,122	6,303	5,718	17,884	35,027	25,387	38.0%
Equipment Set-ups	54	37	43	47	181	149	21.5%
Group Study Room Use	1,842	2,144	1,982	1,924	7,892	6,790	16.2%
Lobby Use	1	2	0	2	5	1	400.0%
C. Equipment Usage							
Photocopies by Public	3,678	2,634	3,695	4,152	14,159	19,570	-27.6%
Pay for Print Copies	19,983	15,805	19,126	17,684	72,598	62,254	16.6%
% Checkouts by Self-Check	70.5%	71.3%	71.4%	70.6%	71.0%	70.6%	0.4%
D. Downtown Use of Electronic Materials							
Listening/Viewing/Tablets/Laptops Sessions	652	710	680	1,139	3,181	1,183	168.9%
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.)	304,135	287,724	300,801	295,193	1,187,853	1,230,852	-3.5%
Percent AIM Circulation Downtown	1.99%	1.49%	2.22%	1.75%	1.75%	1.88%	-7.3%
Circulation on Bookmobile							
Percent AIM Circulation on Bookmobile	0.16%	0.25%	0.21%	0.16%	0.16%	0.21%	-25.5%
Total Circulation Downtown & Bookmobile	310,450	292,279	306,467	301,373	1,210,569	1,252,860	-3.4%
Percent AIM Total Circulation Downtown & Bookmobile	2.11%	1.71%	2.39%	1.87%	1.71%	2.06%	-17.1%
Average Total Circulation Downtown & Bookmobile Per Hour							
	355	345	355	344	350	364	-3.9%
B. Circulation by Type of Material (Includes downloads, does not include mending, lost, etc.)							
Adult Materials	214,639	218,862	209,440	183,441	826,382	858,845	-3.8%
Children's Materials	102,481	90,319	97,623	97,732	388,155	397,538	-2.4%
Percent Children's	33.7%	31.4%	32.5%	33.1%	32.7%	32.3%	1.2%
Non-Print	45,391	50,306	47,601	44,105	187,403	203,401	-7.9%
Percent Non-print	14.9%	17.5%	15.8%	14.9%	15.8%	16.5%	-4.5%
Equipment loans	33	19	38	37	127	296	-57.1%
Downloads	91,672	101,346	90,354	67,399	350,771	361,506	-3.0%
C. Circulation by Residence of User (Downtown & Bookmobile)							
(Materials plus equipment; includes downloads; does not include items circulated in-house.)	310,450	292,279	306,467	301,373	1,210,569	1,252,860	-3.4%

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Iowa City	242,441	232,522	242,749	238,272	955,984	990,231	-3.5%
Local Contracts							
Hills	723	657	712	640	2,732	2,851	-4.2%
Hills as % of All	0.23%	0.2%	0.2%	0.2%	0.23%	0.23%	-0.8%
Johnson County (Rural)	24,256	21,969	24,340	23,133	93,698	91,439	2.5%
Johnson County as % of All	7.81%	7.5%	7.9%	7.7%	7.74%	7.30%	6.1%
Lone Tree	1,234	723	935	844	3,736	4,725	-20.9%
Lone Tree as % of All	0.40%	0.25%	0.31%	0.28%	0.31%	0.38%	-18.2%
University Heights	5,462	4,630	4,368	4,129	18,589	19,356	-4.0%
University Heights as % of All	1.76%	1.58%	1.43%	1.37%	1.54%	1.54%	-0.6%
Total Local Contracts	31,675	27,979	30,355	28,746	118,755	118,371	0.3%
State Contracts - Open Access							
Coralville	11,185	9,853	9,890	9,798	40,726	46,820	-13.0%
Cedar Rapids	1,178	1,180	1,081	1,351	4,790	4,570	4.8%
Other Open Access	18,629	16,784	17,260	17,940	70,613	73,174	-3.5%
Total Open Access	30,992	27,817	28,231	29,089	116,129	124,564	-6.8%
Open Access as % of All	10.0%	9.5%	9.2%	9.7%	9.6%	9.9%	-3.5%
D. InterLibrary Loans							
Loaned to Other Libraries	315	315	411	355	1,396	1,510	-7.5%
Percent of Requests Filled	22.0%	22.3%	26.3%	29.4%	24.9%	28.0%	-11.4%
Total Borrowed From Other Libraries	905	673	715	765	3,058	3,356	-8.9%
Percent of Requests Filled	88.6%	86.2%	86.9%	87.8%	87.4%	87.6%	-0.2%
Books/Periodicals/AV Borrowed	902	668	710	756	3,036	3,326	-8.7%
Photocopy Borrow Requests Filled	3	5	5	9	22	30	-26.7%
E. Reserves Placed with Innovative - Materials							
	31,807	30,188	31,974	29,901	123,870	129,929	-4.7%
<i>*Overdrive has not reported fulfilled reserve information since July 2020.</i>							
F. Downloadable Media							
Resident Cards By Area							
Iowa City	69,135	76,129	75,410	74,805	295,479	313,972	-5.9%
Hills	178	160	141	132	611	590	3.6%
Johnson County	7,883	8,342	8,875	7,751	32,851	30,495	7.7%
Lone Tree	185	175	204	185	749	557	34.5%
University Heights	1,631	1,621	1,646	1,496	6,394	5,376	18.9%
Total	79,012	86,427	86,276	84,369	336,084	350,990	-4.2%
Student AIM Cards by Area							
Iowa City	2,909	3,666	4,098	3,547	14,220	9,011	57.8%
Hills	0	0	0	0	0	23	-100.0%
Johnson County	84	74	163	102	423	703	-39.8%
Lone Tree	0	0	0	0	0	1	-100.0%
University Heights	54	112	33	27	226	215	5.1%
Open Access	7	20	21	7	55	760	-92.8%
Total	3,054	3,872	4,315	3,683	14,924	10,713	39.3%
All Cards by Area							
Iowa City	72,044	79,795	79,508	78,352	309,699	322,983	-4.1%
Hills	178	160	141	132	611	613	-0.3%
Johnson County	7,967	8,416	9,038	7,853	33,274	31,198	6.7%
Lone Tree	185	175	204	185	749	558	34.2%
University Heights	1,685	1,733	1,679	1,523	6,620	5,591	18.4%
Open Access	7	20	21	7	55	760	-92.8%
Total	82,066	90,299	90,591	88,052	351,008	361,703	-3.0%
By Demographic							
Adult	75,169	83,353	83,067	81,671	323,260	336,539	-3.9%
Children's	6,897	6,946	7,524	6,381	27,748	25,164	10.3%
Total	82,066	90,299	90,591	88,052	351,008	361,703	-3.0%
Number of Items Owned (Cumulative)							
E-Audio Items Available	15,282	15,587	15,781	16,172	16,172	15,049	7.5%
E-Book Items Available	26,909	27,070	26,860	22,782	22,782	26,828	-15.1%
E-Music	49	49	49	49	49	48	2.1%
E-Magazines	5,142	5,395	5,183	5,427	5,427	4,817	12.7%
E-Newspapers	3	3	3	3	3	3	0.0%
Total Items	47,385	48,104	47,876	44,433	44,433	46,745	-4.9%

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Information Services: Furnish information, reader advisory, and reference assistance.							
A. Reference Questions Answered	5,765	4,893	5,539	6,157	22,354	25,051	-10.8%
Reference Questions							
Reference Desk	2,310	1,929	2,200	2,278	8,717	12,677	-31.2%
Help Desk	394	344	282	347	1,367	2,234	-38.8%
Switchboard	719	716	917	711	3,063	3,534	-13.3%
Bookmobile	422	192	211	236	1,061	1,107	-4.2%
Children's Desk							
Reference Questions	1,915	1,705	1,925	2,574	8,119	5,474	48.3%
Request to Pull Books (Community)	5	7	4	11	27	25	8.0%
Total Children's Questions	1,920	1,712	1,929	2,585	8,146	5,499	48.1%
B. Electronic Access Services							
Computer Services							
Pharos Internet (Downtown In House computer use)	14,013	11,673	12,072	14,170	51,928	45,205	14.9%
Wifi Internet Use Downtown <i>*Data issue starting March FY24.</i>	7,298	6,638	4,048	0	17,984	22,196	-19.0%
Total Internet Use	21,311	18,311	16,120	14,170	69,912	67,401	3.7%
Website Access							
ICPL Website							
# Pageviews of Homepage	85,278	81,632	88,036	82,462	337,408	328,144	2.8%
# Pageviews of Entire Site (Doesn't include catalog)	235,309	222,444	238,038	224,869	920,660	885,958	3.9%
# Visits (Does include catalog)	170,514	160,732	168,193	163,404	662,843	645,307	2.7%
Catalog Access							
# Pageviews for ICPL Catalog	467,622	392,340	421,982	377,077	1,659,021	1,850,910	-10.4%
# Pageviews for Overdrive* <i>Overdrive no longer provides this stat FY24 Q2.</i>	146,578	46,460	0	0	193,038	992,310	-80.5%
Total Catalog Access	614,200	438,800	421,982	377,077	1,852,059	2,843,220	-34.9%
<i>*Overdrive does not count pageviews through the Libby or Overdrive Apps.</i>							
ICPL Mobile App Use	53,342	51,501	56,870	53,946	215,659	212,050	1.7%
External Sites							
# Pageviews for Beanstack	7,877	4,641	5,362	11,033	28,913	25,051	15.4%
Total Website Access	910,728	717,386	722,252	666,925	3,017,291	3,966,279	-23.9%
Subscription Databases Accessed	212,118	200,078	181,045	205,229	798,470	341,091	134.1%
C. Total Switchboard Calls Received							
Total Library Calls	3,001	2,702	2,974	2,641	11,318	11,801	-4.1%
Other Questions (Directional and account questions, meeting room booking, email added FY16.)	3,500	2,169	593	526	6,788	11,291	-39.9%
Transferred Calls	700	725	735	603	2,763	2,674	3.3%
Pamphlets Distributed Downtown	8,445	7,258	6,020	8,233	29,956	25,120	19.3%
Alerting Services: Promote awareness of the library and use of its resources.							
A. Publications							
Number of Publications Printed (Jobs)	95	112	124	109	440	374	17.6%
Copies Printed for Public Distribution	21,126	70,034	11,552	83,891	186,603	165,883	12.5%
Number of Online Newsletters Subscribers	3,934	4,061	4,355	5,057	5,057	3,922	28.9%
Number of Online Newsletter Distribution	3,738	3,750	4,027	4,661	4,661	3,647	27.8%
C. Displays	34	32	38	41	145	133	9.0%
In-House	23	20	29	27	99	91	8.8%
Other Groups	8	9	6	11	34	23	47.8%
Off-site locations	3	3	3	3	12	19	-36.8%

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F. Homepage/ Social Media							
Homepage Banner Posts	40	43	50	45	178	143	24.5%
Homepage Banner Unique Clicks	236	319	223	393	1,171	1,080	8.4%
Unique Media Releases Opened	8,073	18,339	10,933	9,318	46,663	35,138	32.8%
Media Releases Sent	7	17	10	8	42	34	23.5%
Total Newsletters Opened-Unique Users	1,281	1,312	1,312	1,555	1,555	1,225	26.9%
Facebook, Twitter, Pinterest Followers (Cumulative)	17,644	17,709	17,804	12,599	12,599	17,564	-28.3%
New Facebook, Twitter, and Pinterest Followers	76	56	41	4	177	571	-69.0%
<i>*Began tracking 'Media Releases Sent' & 'Total Newsletters Opened-Unique Users' in February, 2022.</i>							
Outreach Services: Provide library service to people who cannot get to the library building.							
A. At Home Services							
Packages Sent	522	455	417	368	1,760	2,174	-19.0%
Items Loaned (No renewals)	1,413	1,347	1,369	1,130	5,259	6,064	-13.3%
Registered At Home Users (Cumulative)	265	267	218	223	223	261	-14.6%
New Users Enrolled	0	6	2	4	12	24	-50.0%
Number of People Served (Average of monthly count)	53	45	46	41	46	56	-16.9%
B. Jail Service							
People Served	193	191	204	149	737	787	-6.4%
Items Loaned (No renewals)	961	985	954	692	3,592	4,509	-20.3%
C. Deposit Collections							
Locations (Cumulative)	6	3	8	8	8	6	33.3%
Items Loaned	450	210	360	180	1,200	1,320	-9.1%
Items Donated to Permanent Collections	375	290	676	622	1,963	3,006	-34.7%
D. Remote Bookdrop Use							
Remote as Percent of All Items Checked In	1510%	14.7%	13.7%	12.6%	12.6%	15.1%	-16.6%
<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.							
<i>*Programming stat changes in FY24 reflect the State Report. LYTD data was tracked by department and not specific age range: virtual programs were not tracked.</i>							
A. Adult Programs 18+							
Onsite Programs	40	53	35	14	142	283	-49.8%
Onsite Attendance	1,133	1,357	794	583	3,867	5,215	-25.8%
Offsite Programs	50	66	50	386	552	106	420.8%
Offsite In Person Attendance	50	66	50	386	552	768	-28.1%
Virtual Programs	16	41	7	6	70	0	0.0%
B. Young Adult Programs 12-18							
Onsite Programs	50	60	59	67	236	441	-46.5%
Onsite Attendance	190	259	215	345	1,009	2,199	-54.1%
Offsite Programs	11	15	9	18	53	78	-32.1%
Offsite In Person Attendance	30	239	97	455	821	852	-3.6%
Virtual Programs	0	0	0	0	0	0	0.0%
C. Children's Programs 0-11							
Onsite Programs	86	111	113	116	426	1,420	-70.0%
Onsite Attendance	3,036	3,961	3,849	5,057	15,903	60,675	-73.8%
Offsite Programs	77	118	117	114	426	718	-40.7%
Offsite In Person Attendance	2,189	2,228	2,314	3,615	10,346	12,634	-18.1%
Virtual Programs	0	0	0	0	0	0	0.0%
D. All Ages Programs							
Onsite Programs	51	47	42	71	211	0	0.0%
Onsite Attendance	4,241	3,950	2,787	7,196	18,174	0	0.0%
Offsite Programs	15	2	0	7	24	0	0.0%
Offsite In Person Attendance	2,617	125	0	1,347	4,089	0	0.0%
Virtual Programs	0	0	0	0	0	0	0.0%
Virtual Program Attendance	0	0	0	0	0	0	0.0%
G. Total Number of Views of Program Content Recording							
Instagram	6,123	0	0	0	6,123	0	0.0%
Facebook	55	47	37	142	281	4,574	-93.9%
Youtube	12,044	14,139	11,134	14,460	51,777	65,160	-20.5%
Total Virtual Program Views	18,222	14,186	11,171	14,602	58,181	69,734	-16.6%


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Control Services: Maintain library resources through borrower registration, overdue notices, equipment training, and controlling valuable materials.							
A. Library Cards Issued	1,851	965	1,233	1,403	5,452	5,550	-1.8%
Iowa City	1,456	738	958	1,015	4,167	4,447	-6.3%
Percent Iowa City	78.7%	76.5%	77.7%	72.3%	76.4%	80.1%	-4.6%
Local Contracts							
Hills	5	6	11	6	28	28	0.0%
Johnson County (Rural)	79	39	40	43	201	132	52.3%
Lone Tree	2	5	4	0	11	15	-26.7%
University Heights	25	6	5	1	37	19	94.7%
State Contract - Open Access							
Coralville	123	53	138	126	440	427	3.0%
Cedar Rapids	23	18	20	28	89	80	11.3%
Other Open Access	138	100	57	184	479	402	19.2%
Total Open Access	284	171	215	338	1,008	909	10.9%
Open Access as % of All	15.3%	17.7%	17.4%	24.1%	18.5%	16.4%	12.9%
B. Total Registered Borrowers (Cumulative)	39,711	39,763	40,209	40,948	40,948	42,343	-3.3%
# At Home Users Registered (Cumulative)	265	267	218	223	223	261	-14.6%
# AIM Users (Cumulative)	14,547	14,630	14,717	14,717	14,547	14,591	-0.3%
<i>*AIM library cards are not counted as registered borrowers, and are not included in total registered borrowers.</i>							
C. Overdue Notices							
C. Overdue Notices							
Total First Notices (Items)	12,905	12,944	12,330	12,229	50,408	48,216	4.5%
Total Second Notices (Items)	6,625	7,123	6,316	5,780	25,844	25,417	1.7%
Bills-Public (Items)	3,542	3,743	3,124	3,782	14,191	13,960	1.7%