



City of
SANTA CLARITA
PUBLIC LIBRARY

STATISTICAL REPORT

OCTOBER 2012

Santa Clarita Public Library Fiscal Year 2012-2013

Oct-12

Statistical Summary

	CANYON COUNTRY				OLD TOWN NEWHALL				VALENCIA				TOTALS			
	October 2012	2011 October	Year-to-Date 2012	2011 Year-to-Date	October 2012	2011 October	Year-to-Date 2012	2011 Year-to-Date	October 2012	2011 October	Year-to-Date 2012	2011 Year-to-Date	October 2012	2011 October	Year-to-Date 2012	2011 Year-to-Date
Patron Traffic	22,614	22,022	89,424	101,853	31,267	8,703	53,381	32,769	27,121	31,918	133,145	150,940	81,002	62,643	275,950	285,562
Circulation	32,892	30,945	131,481	131,258	50,877	10,612	72,815	40,396	59,685	50,866	256,743	205,602	143,454	92,423	461,039	377,256
Website Visits	xxx	xxx	xxx	xxx	xxx	xxx	xxx	xxx	xxx	xxx	xxx	xxx	33,969	21,367	120,185	94,629
PC Reservations	7,577	6,467	26,385	23,539	9,035	843	10,860	3,163	4,958	5,191	23,900	19,197	21,570	12,501	61,145	45,899
Volunteer Hours	255.8	94.0	562.8	302.0	236.5	0.0	284.8	33.0	325.3	312.0	1,103.0	669.5	817.5	406.0	1,950.5	1,004.5
Holds Filled	3,988	2,962	11,288	11,876	2,785	1,106	4,573	3,977	6,854	4,969	21,069	20,741	13,627	9,037	36,930	36,594
Number of Programs	57	29	114	96	58	11	64	44	38	24	102	84	153	64	280	224
Program Attendance	946	830	2,899	3,375	1,814	474	2,461	1,307	1,190	1,026	4,396	4,153	3,950	2,330	9,756	8,835
Library Cards Issued	630	1,218	2,400	11,416	3,533	306	4,542	2,856	683	2,085	3,168	20,656	4,846	3,609	10,110	34,928
Wi-Fi Users	931	570	3,692	2,672	2,036	88	2,601	386	929	697	4,293	3,534	3,896	1,355	10,586	6,592

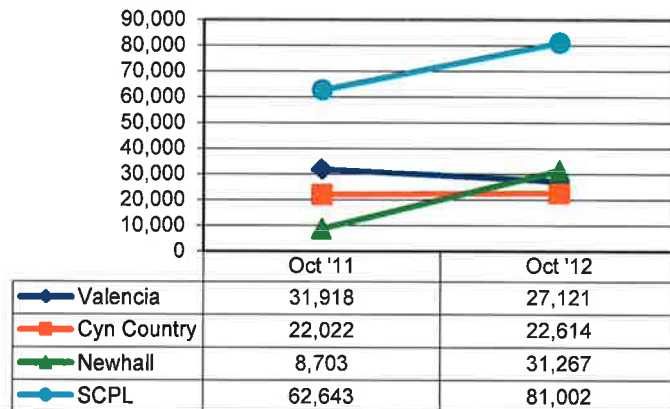
SANTA CLARITA PUBLIC LIBRARY STATISTICS

PATRON VISITS

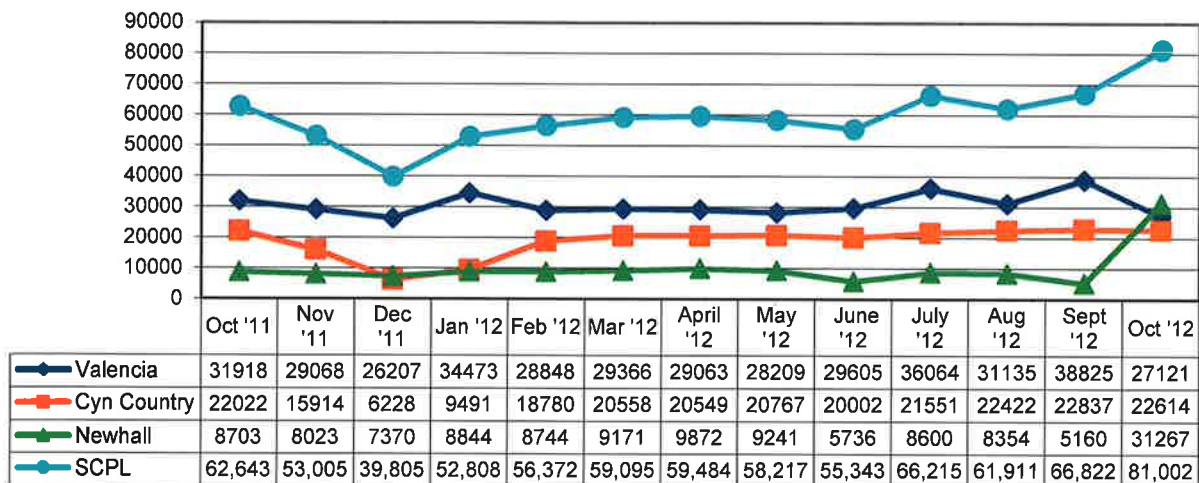
In October 2012, a total of 81,002 patrons visited the Santa Clarita Public Library, with 27,121 visitors at Valencia, 22,614 at Canyon Country, and 31,267 at Newhall.

In its first full month of operation, the Newhall Library's patron visits increased by 259%, from 8,703 visitors in October 2011 to 31,267 patron visitors in October 2012.

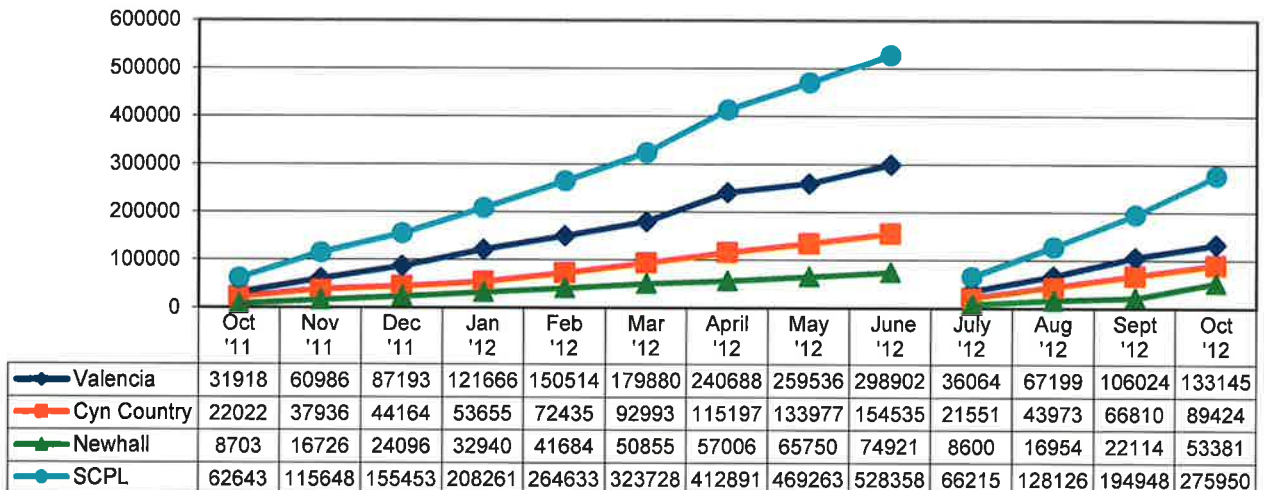
Patron Visits - October



Patron Traffic/Visits - Monthly



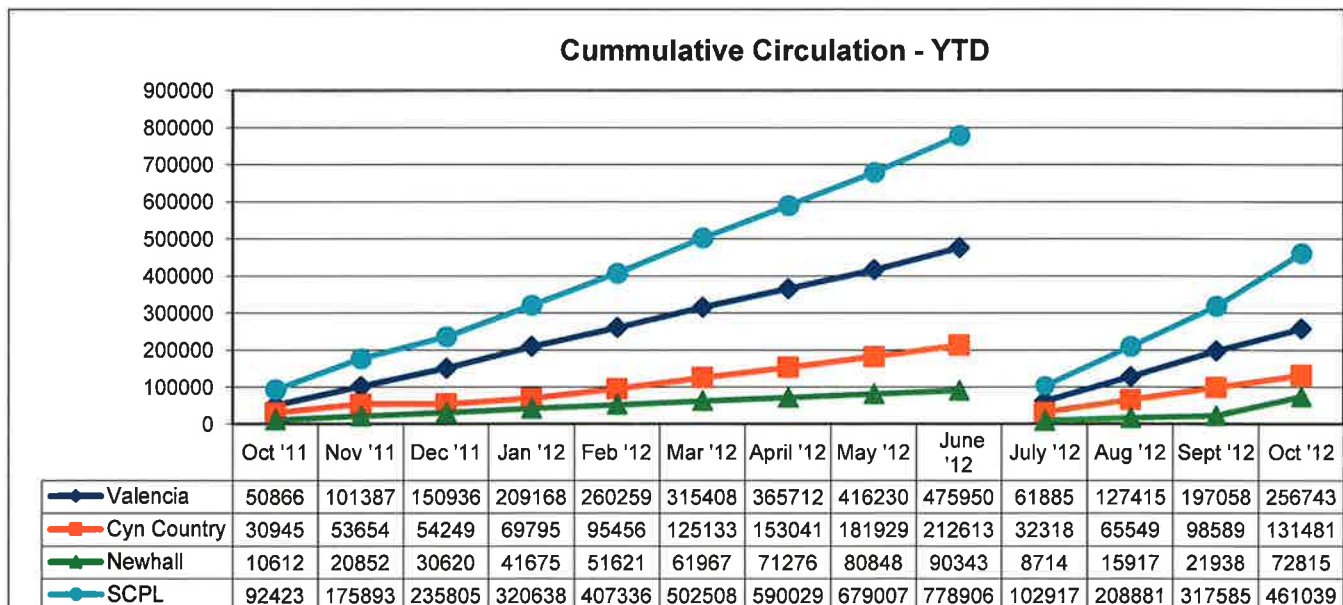
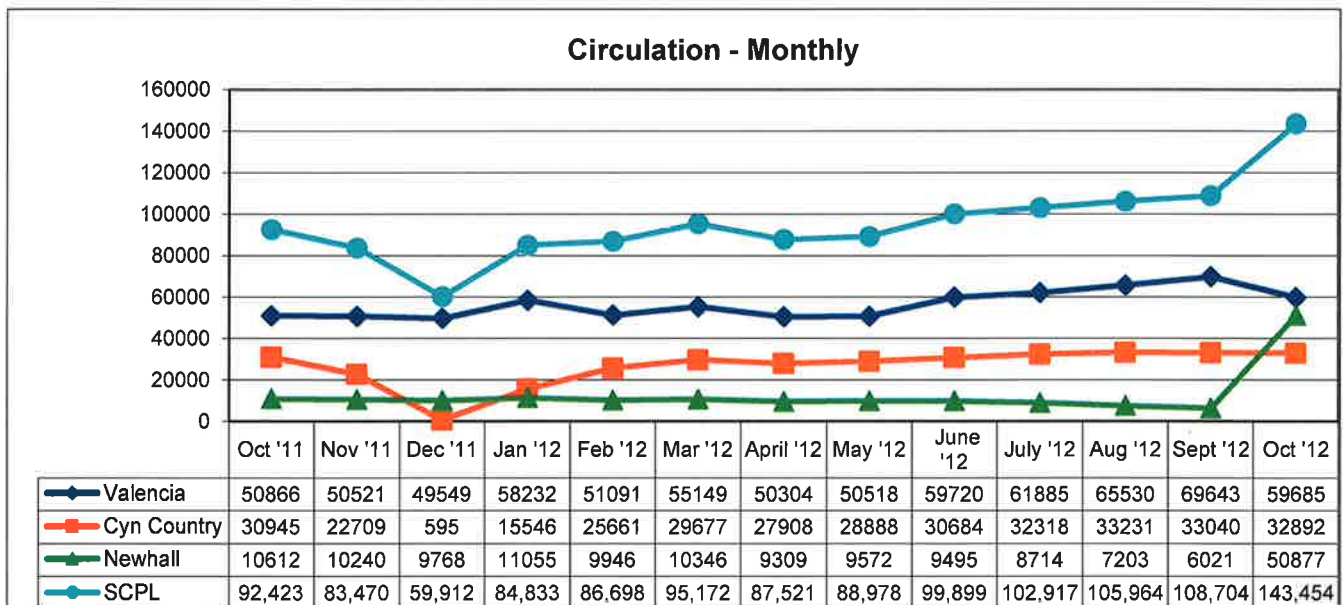
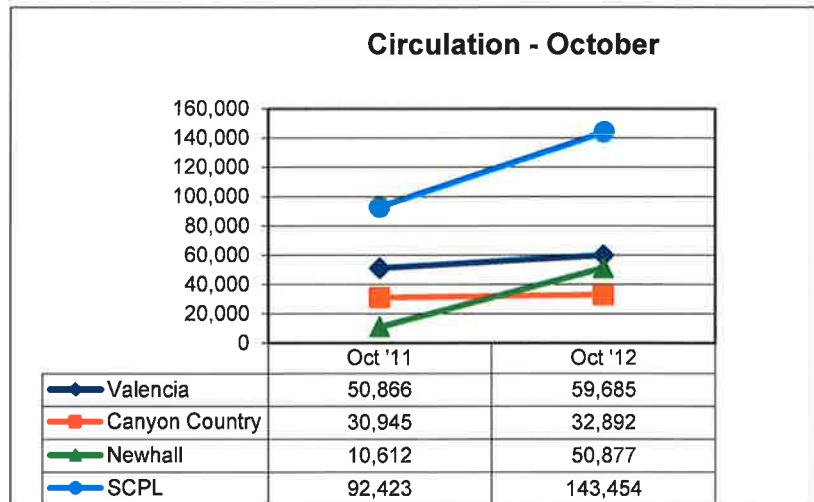
Cummulative Patron Traffic/Visits - YTD



SANTA CLARITA PUBLIC LIBRARY STATISTICS CIRCULATION

In October 2012, a total of 143,454 books and materials were circulated in the Santa Clarita Public Library. 59,685 books/materials were circulated in Valencia, 32,892 in Canyon Country, and 50,877 in Newhall.

In its first full month of operation, the Newhall Library's book and material circulation increased by 379% from last October from 10,612 to 50,877 books and materials circulated in October 2012.

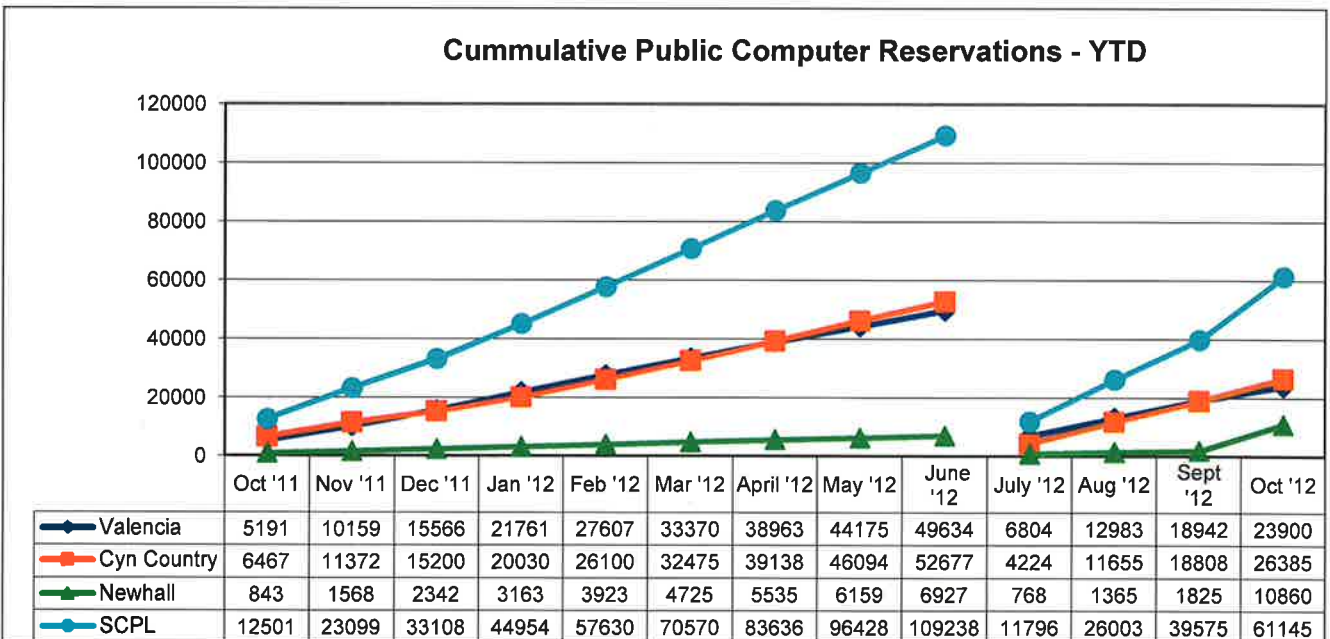
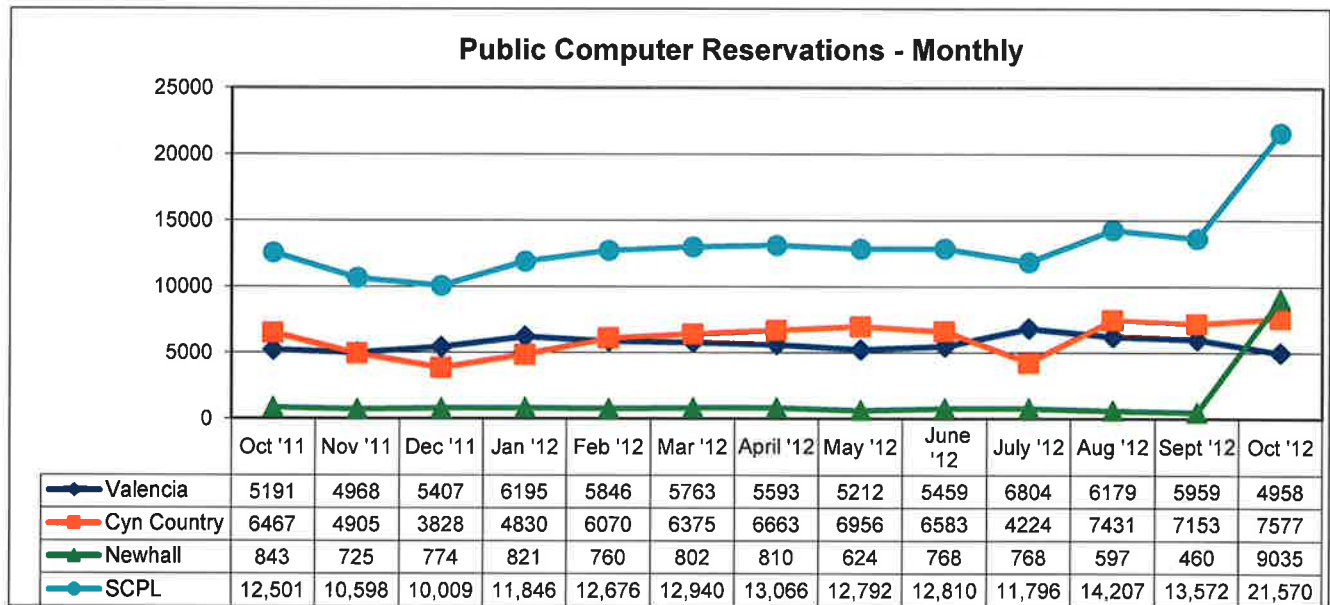
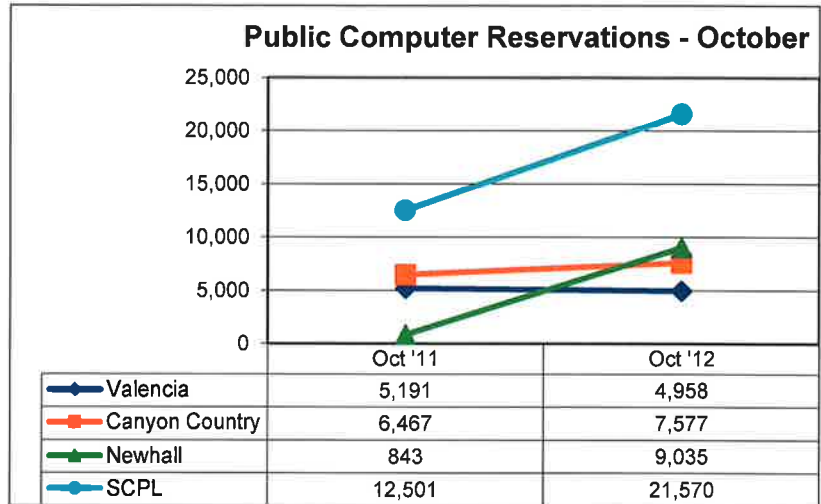


SANTA CLARITA PUBLIC LIBRARY STATISTICS

PUBLIC COMPUTER RESERVATIONS

In October 2012, a total of 21,570 patrons reserved and used public computers. 4,958 patrons used public computers in Valencia, 7,577 in Canyon Country, and 9,035 in Newhall.

In October 2012, the new Newhall Library, with its growth in new computers, saw a significant 971% increase in public computers used by patrons; from 843 PC users in October 2011 to 9,035 in October 2012.



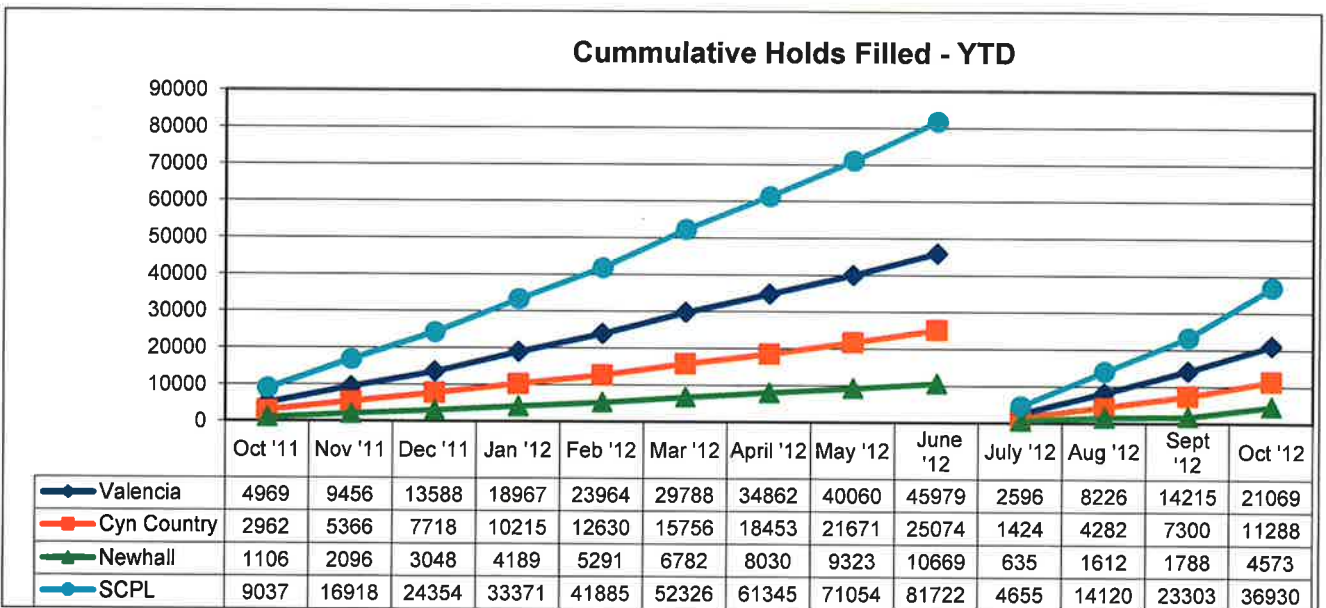
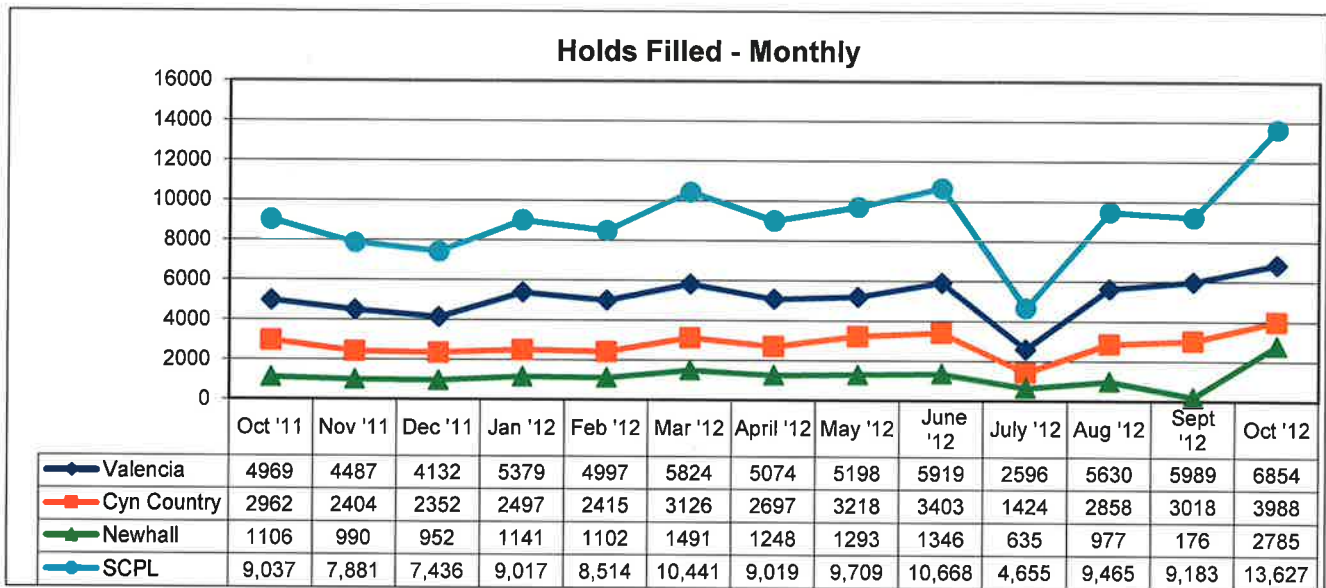
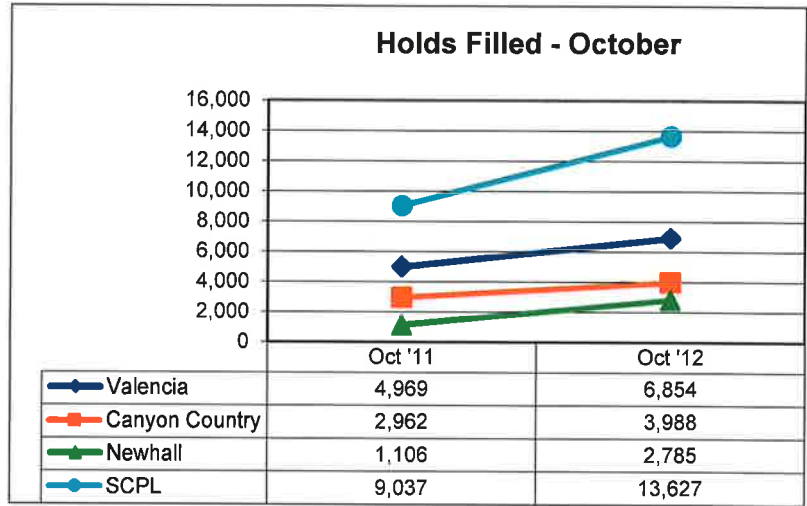
SANTA CLARITA PUBLIC LIBRARY STATISTICS

HOLDS FILLED

In October 2012, a total of 13,627 holds were filled in the Santa Clarita Public Library.

6,854 holds were filled in Valencia, 3,988 in Canyon Country, and 2,785 in Newhall.

In October 2012, hold filled increased by 151% at the new Newhall Library from the previous year, with 1,106 holds filled in 2011 to 2,785 holds filled in October 2012.



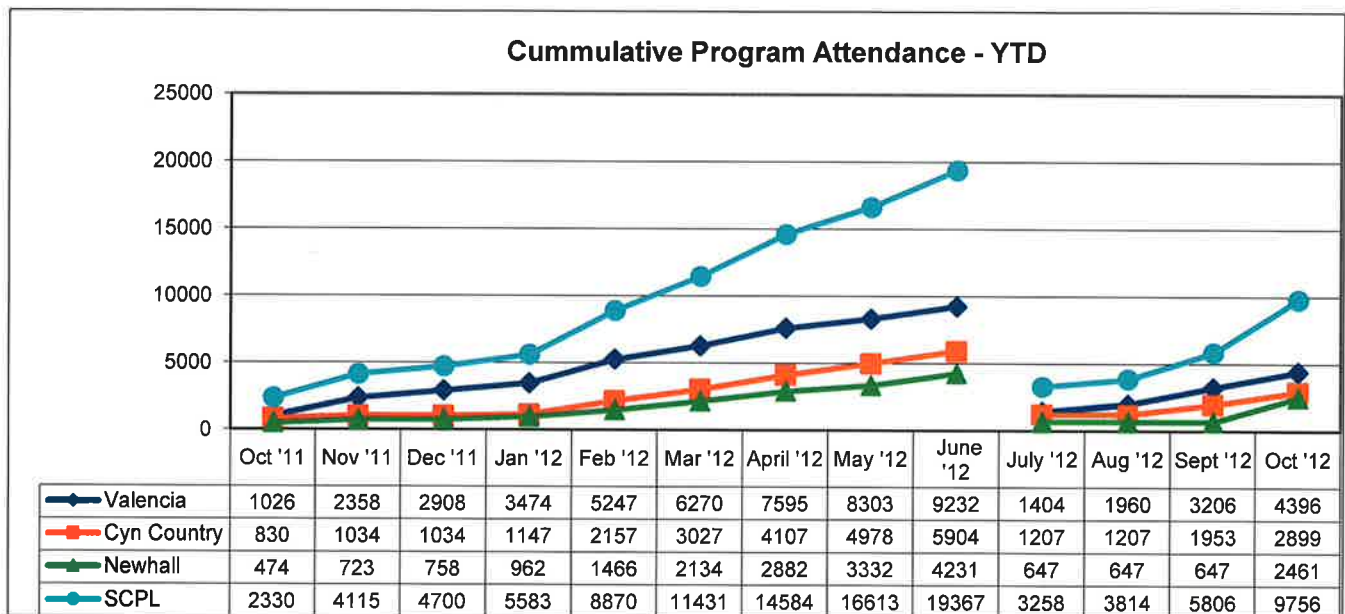
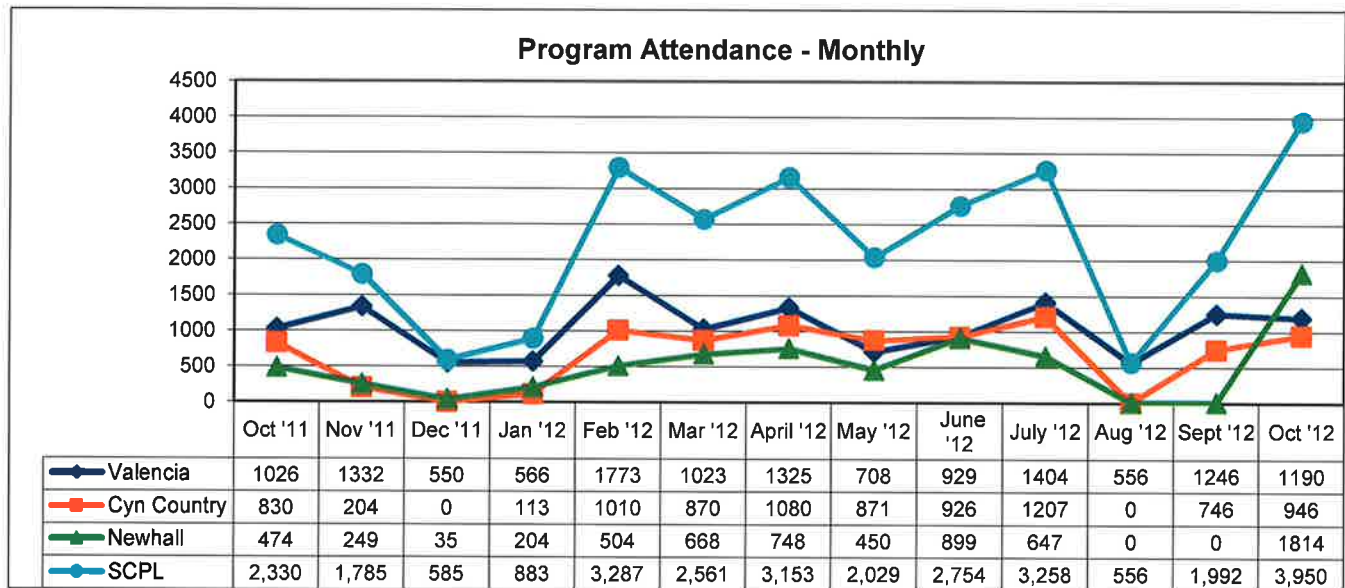
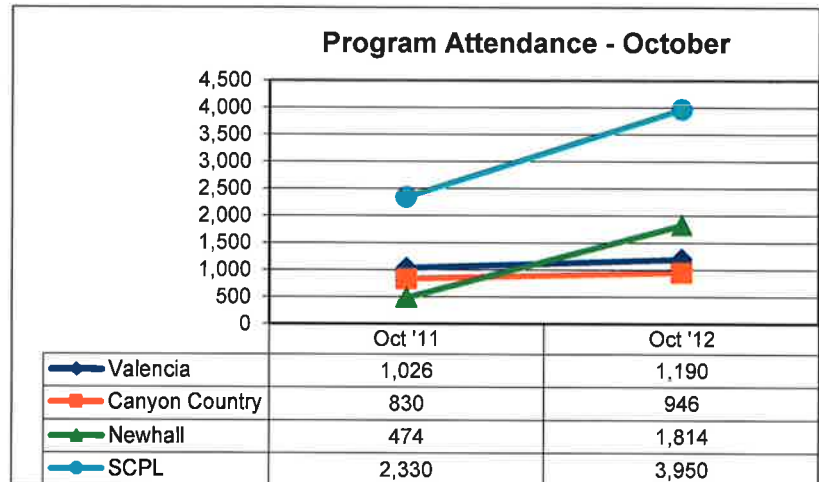
SANTA CLARITA PUBLIC LIBRARY STATISTICS

PROGRAM ATTENDANCE

In October 2012, a total of 3,950 attendees participated in a Santa Clarita Public Library program.

1,190 attended a Library program at Valencia, 946 at Canyon Country, and 1,814 at Newhall.

In October 2012 patron program attendance increased by 282% at the Newhall Library from the previous year; from 474 attendees in October 2011 to 1,814 in October 2012.



SANTA CLARITA PUBLIC LIBRARY STATISTICS

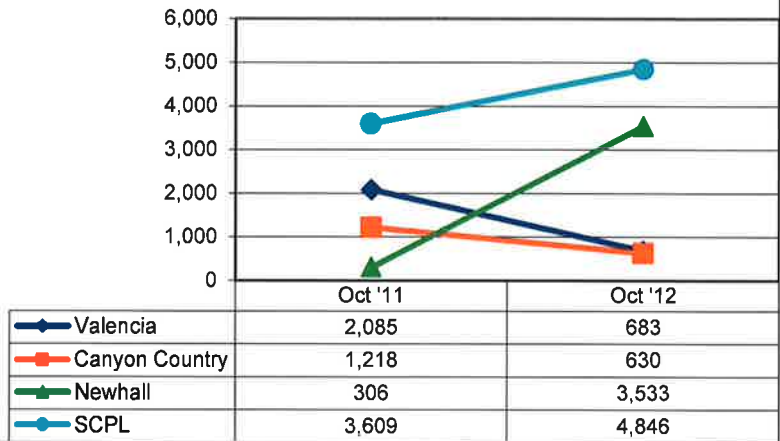
LIBRARY CARDS ISSUED

In October 2012, a total of 4,846 new Library cards were issued.

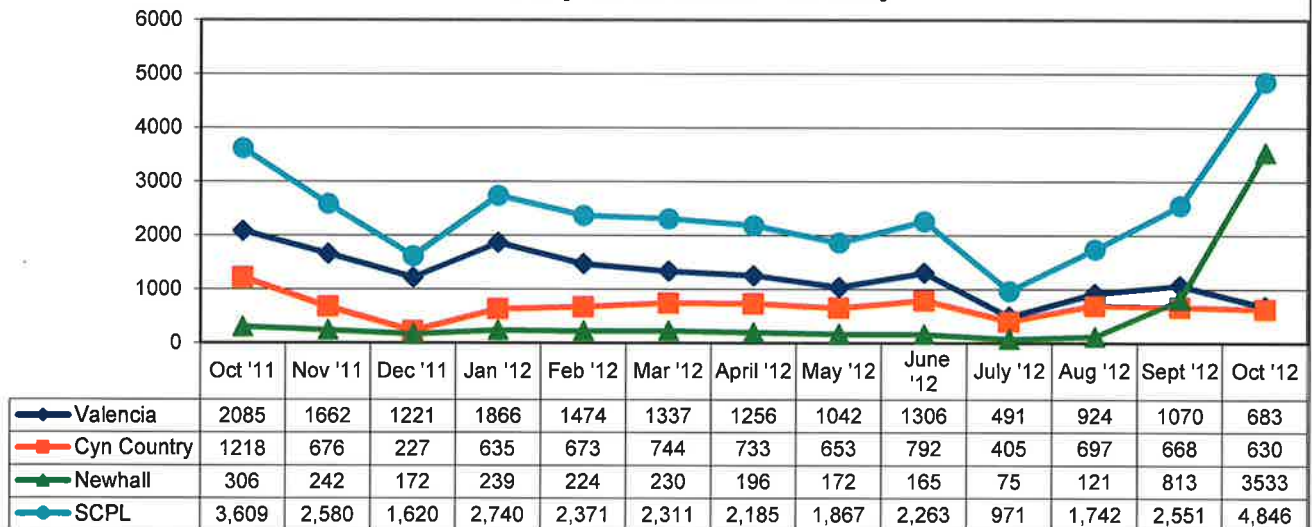
683 new Library cards were issued at Valencia, 630 at Canyon Country, and 3,533 at Newhall.

With the opening of the new Newhall Library, the new library cards issued at Newhall increased significantly from 306 library cards issued in October 2011 to 3,533 issued in October 2012.

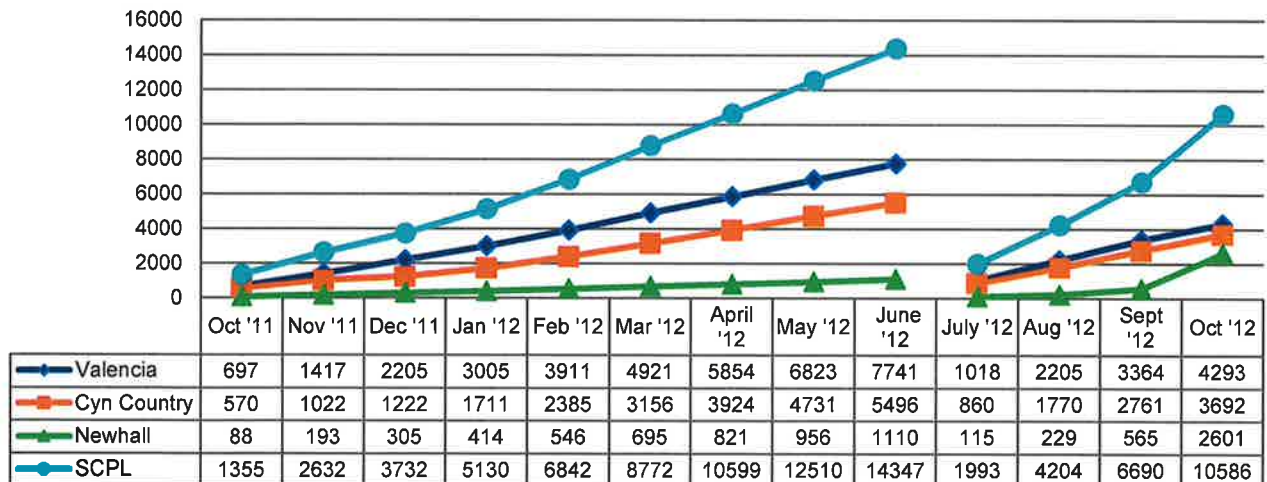
Library Cards Issued - October



Library Cards Issued - Monthly



Cummulative Wi-Fi Users - YTD



SANTA CLARITA PUBLIC LIBRARY STATISTICS

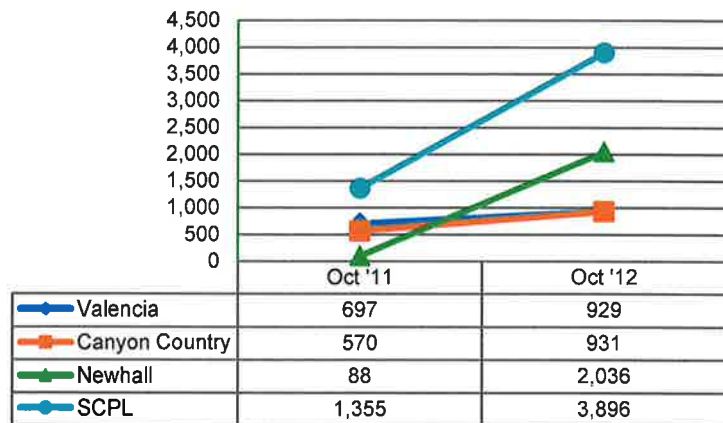
Wi-Fi USERS

In October 2012, a total of 3,896 Library patrons used the Santa Clarita Public Library's Wi-Fi.

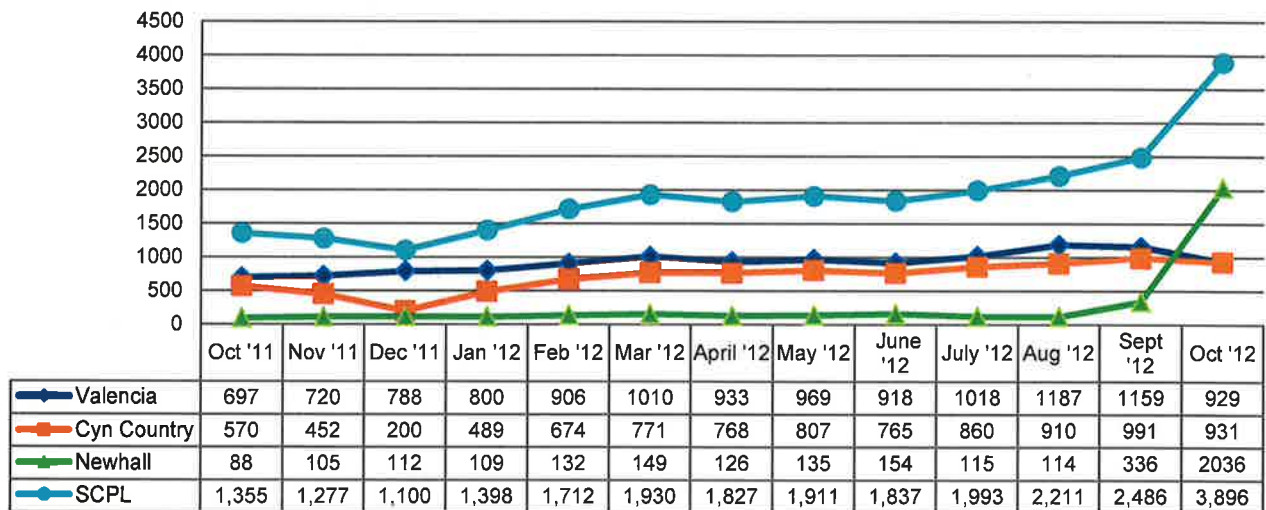
929 Wi-Fi users were at Valencia, 931 at Canyon Country, and 2,036 at Newhall.

With the opening of the new Newhall Library and the increase in patron visitors, the usage of Wi-Fi at Newhall increased significantly from 88 users in October 2011 to 2,036 users in October 2012.

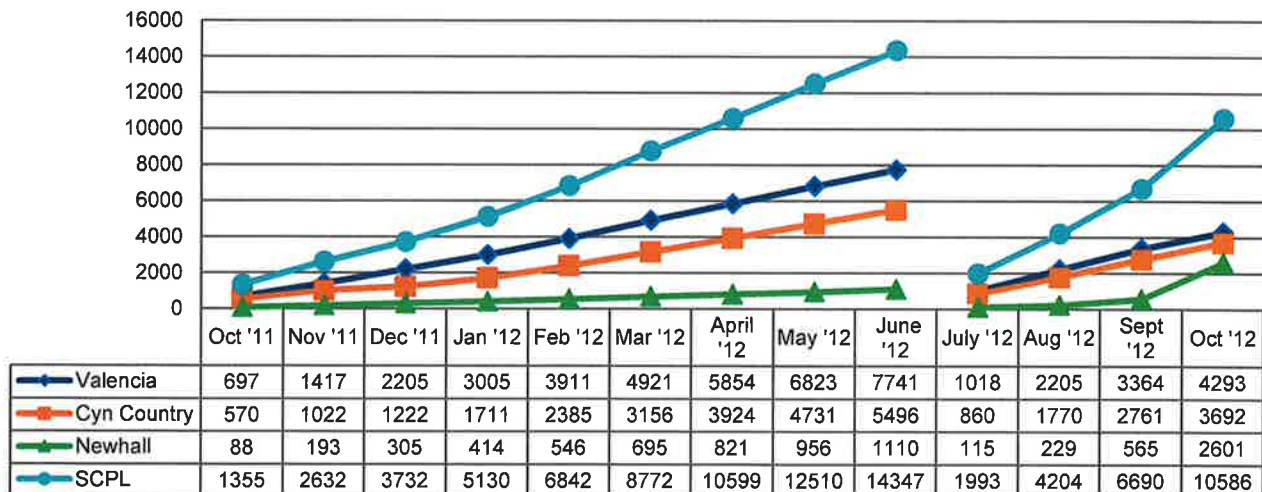
Wi-Fi Users - October



Wi-Fi Users - Monthly



Cummulative Wi-Fi Users - YTD



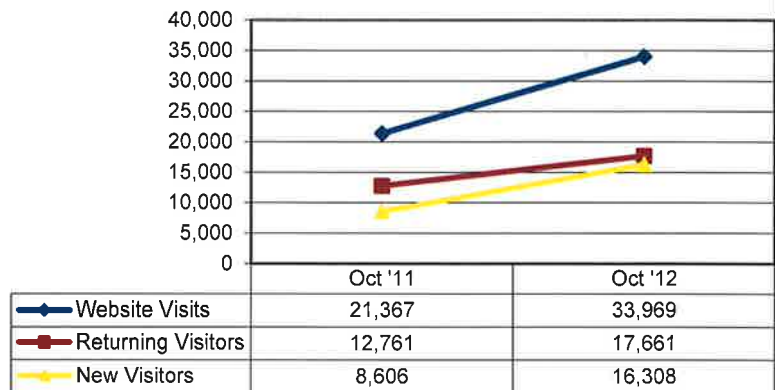
SANTA CLARITA PUBLIC LIBRARY STATISTICS

LIBRARY WEBSITE VISITS

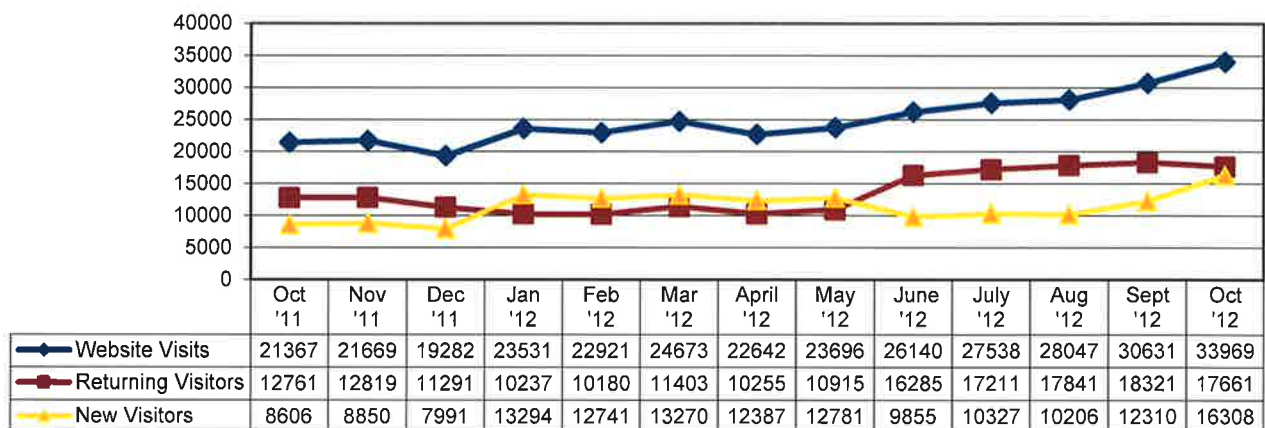
In October 2012, the Library's website received a total of 33,969 visits.

17,661 were returning visitors and 16,308 were new visitors to the Library website.

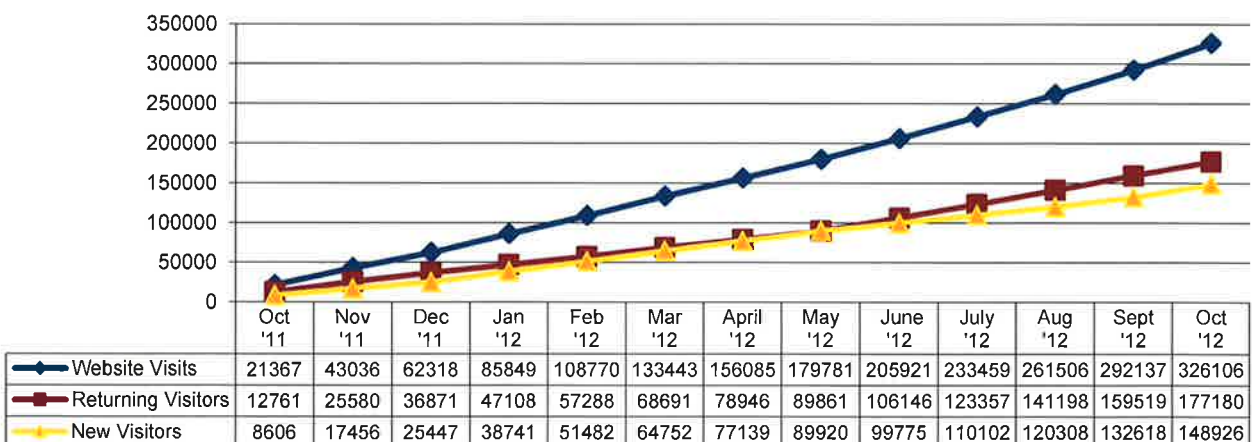
Library Website Visits - October



Library Website Visits - Monthly



Cummulative Library Website Visits - YTD



SANTA CLARITA PUBLIC LIBRARY STATISTICS

LIBRARY WEBSITE

In October 2012, visitors to the Santa Clarita Public Library website viewed a total of 66,116 website pages. Visitors to santaclaritalibrary.com spent an average of 2.43 minutes visiting the City's Library website.

