



City of
SANTA CLARITA
PUBLIC LIBRARY

STATISTICAL REPORT

DECEMBER 2012

Santa Clarita Public Library Fiscal Year 2012-2013

Statistical Summary

Month-to-Date								
DECEMBER	CANYON COUNTRY		OLD TOWN NEWHALL		VALENCIA		TOTALS	
	December 2012	2011 December	December 2012	2011 December	December 2012	2011 December	December 2012	2011 December
Patron Traffic	16,885	6,228	30,246	7,370	20,133	26,207	67,264	39,805
Circulation	26,392	595	37,985	9,768	51,664	49,549	116,041	59,912
Website Visits	xxx	xxx	xxx	xxx	xxx	xxx	26,196	19,282
PC Reservations	5,461	3,828	7,383	774	4,321	5,407	17,165	10,009
Volunteer Hours	231.00	0.00	215.00	0.00	233.00	217.25	679.00	217.25
Holds Filled	3,448	2,352	2,878	952	5,547	4,132	11,873	7,436
Number of Programs	9	0 *	33	1	14	1	56	2
Program Attendance	140	0 *	4084 **	35 **	175	550	4,399	585
Library Cards Issued	330	227	1,358	172	373	1,221	2,061	1,620
Wi-Fi Users	814	200	1,759	112	839	788	3,412	1,100

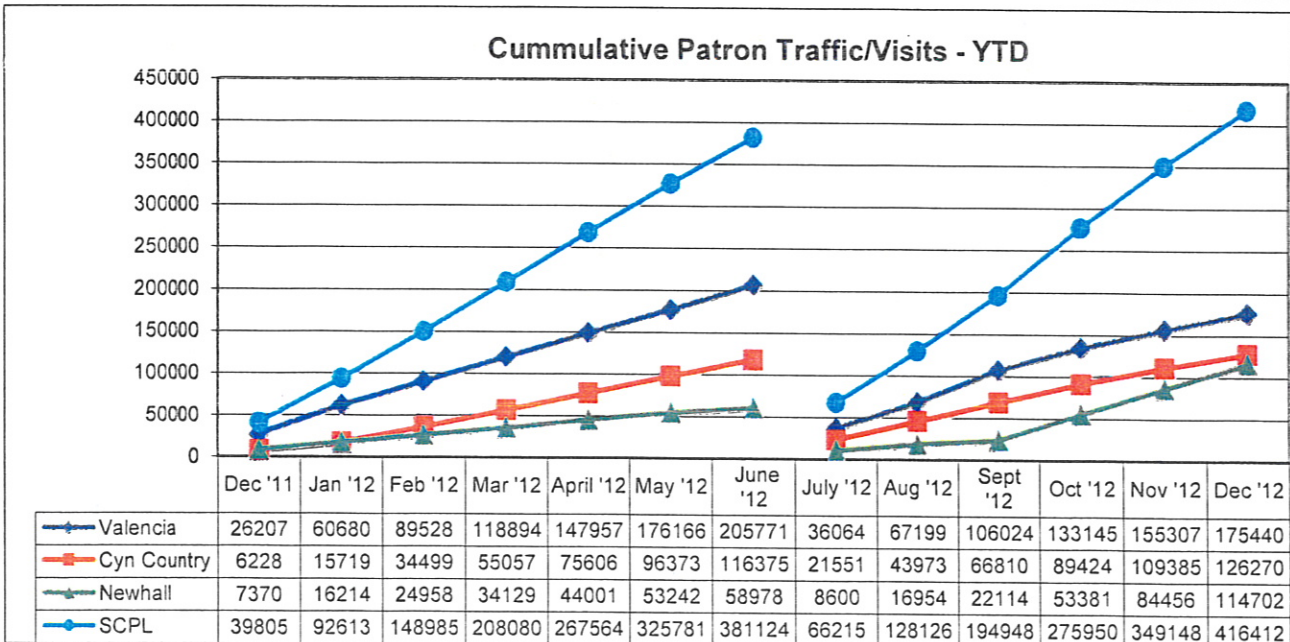
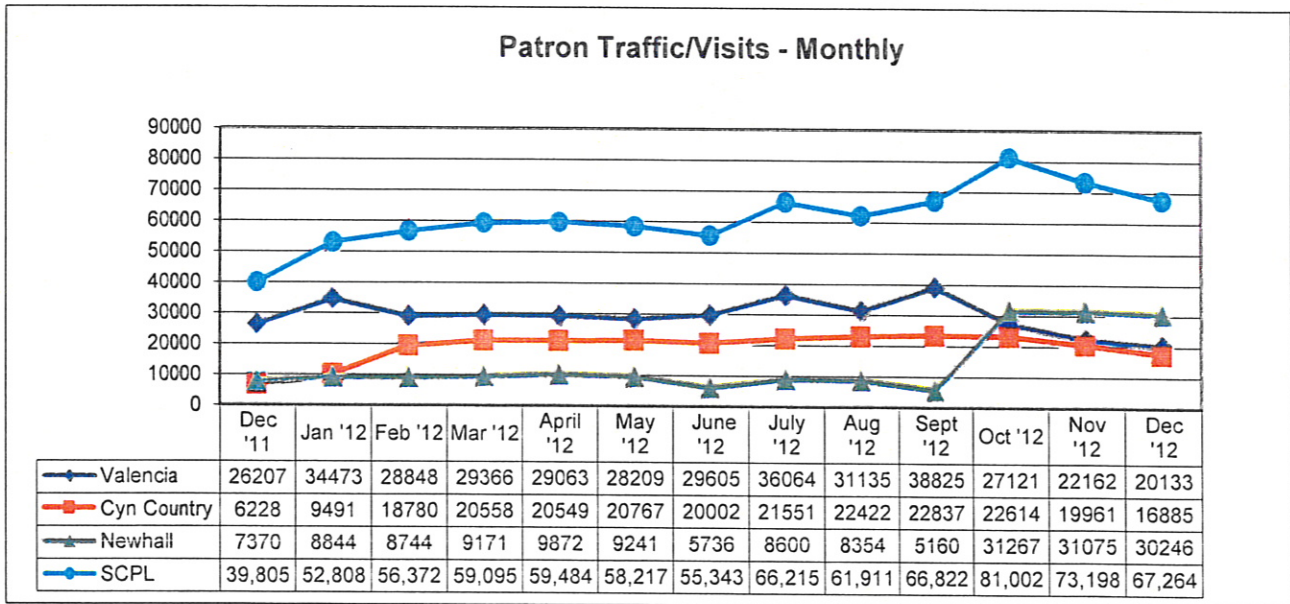
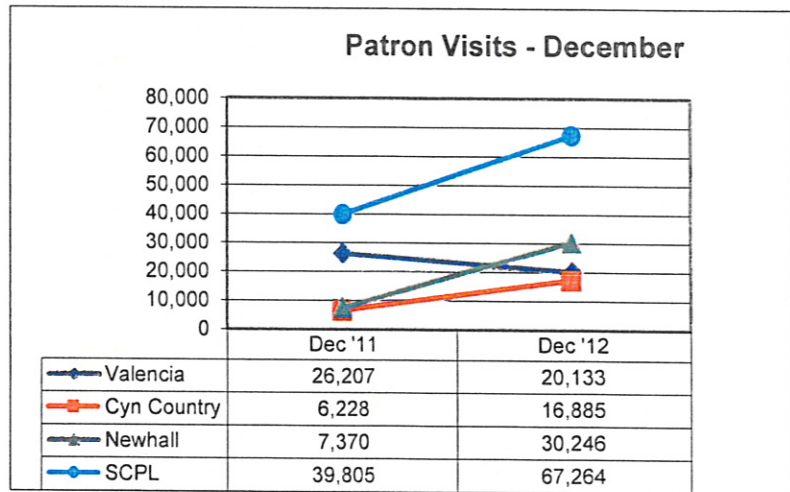
Year-to-Date								
DECEMBER	CANYON COUNTRY		OLD TOWN NEWHALL		VALENCIA		TOTALS	
	YTD Dec. 2012	2011 Dec. YTD	YTD Dec. 2012	2011 Dec. YTD	YTD Dec. 2012	2011 Dec. YTD	YTD Dec. 2012	2011 Dec. YTD
Patron Traffic	126,270	123,995	114,702	48,162	175,440	206,215	416,412	378,372
Circulation	190,906	154,562	156,361	60,404	365,433	305,672	712,700	520,638
Website Visits	xxx	xxx	xxx	xxx	xxx	xxx	174,587	135,580
PC Reservations	38,197	32,272	26,028	4,662	32,623	29,572	96,848	66,506
Volunteer Hours	995.75	333.00	724.75	38.00	1,576.00	1,149.75	3,297	1,521
Holds Filled	18,381	16,632	10,193	5,919	32,035	29,360	60,609	51,911
Number of Programs	151	104	145	53	146	127	442	284
Program Attendance	3,531	3,579	7,302	1,591	5,209	6,035	16,042	11,205
Library Cards Issued	3,156	12,319	7,725	3,270	4,097	23,539	14,978	39,128
Wi-Fi Users	5,327	3,324	6,088	603	5,927	5,042	17,342	8,969

* Canyon Country Library was closed from end of November 2011 through mid-January 2012, thus no programming was held in December 2011.

** The variance in program attendance numbers at Newhall are due to the hosting of the SCV Literacy & Arts Festival at the Newhall Library.

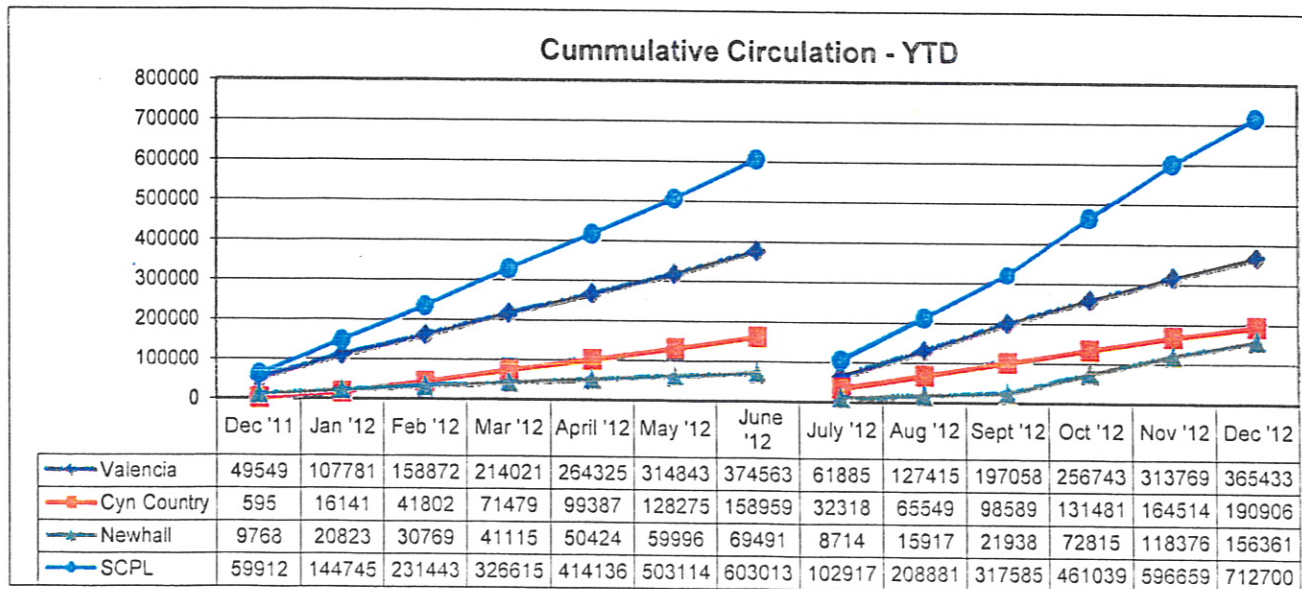
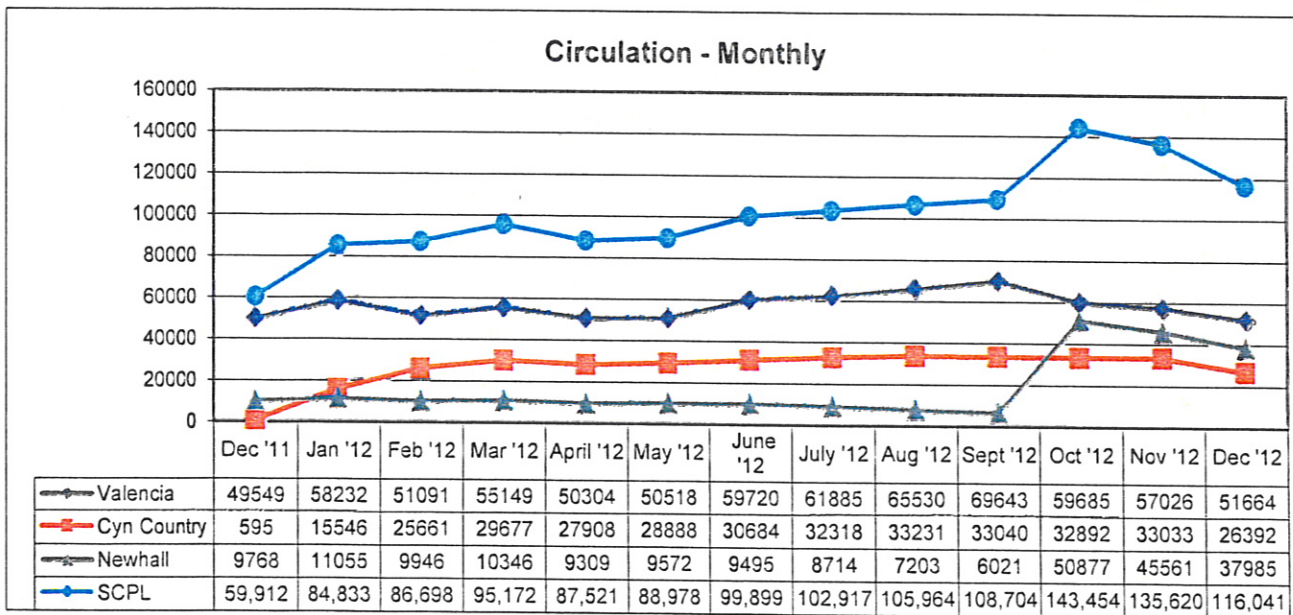
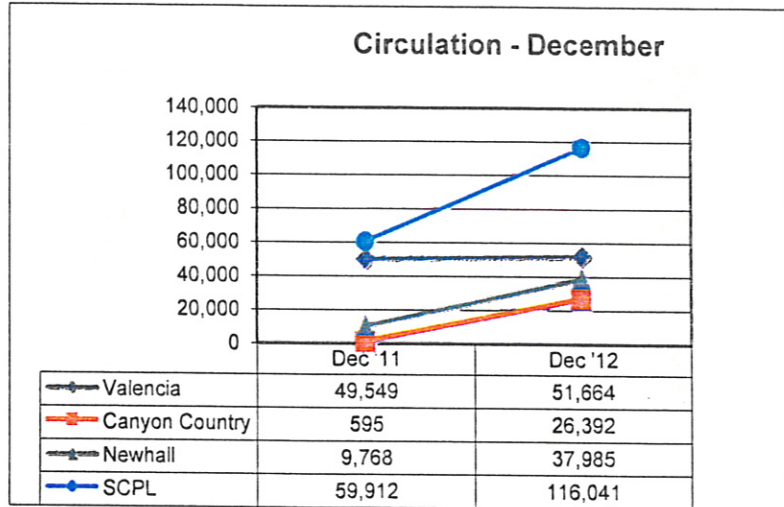
SANTA CLARITA PUBLIC LIBRARY STATISTICS PATRON VISITS

In December 2012, a total of 67,264 patrons visited the Santa Clarita Public Library, with 20,133 visitors at Valencia, 16,885 at Canyon Country, and 30,246 at Newhall.



SANTA CLARITA PUBLIC LIBRARY STATISTICS CIRCULATION

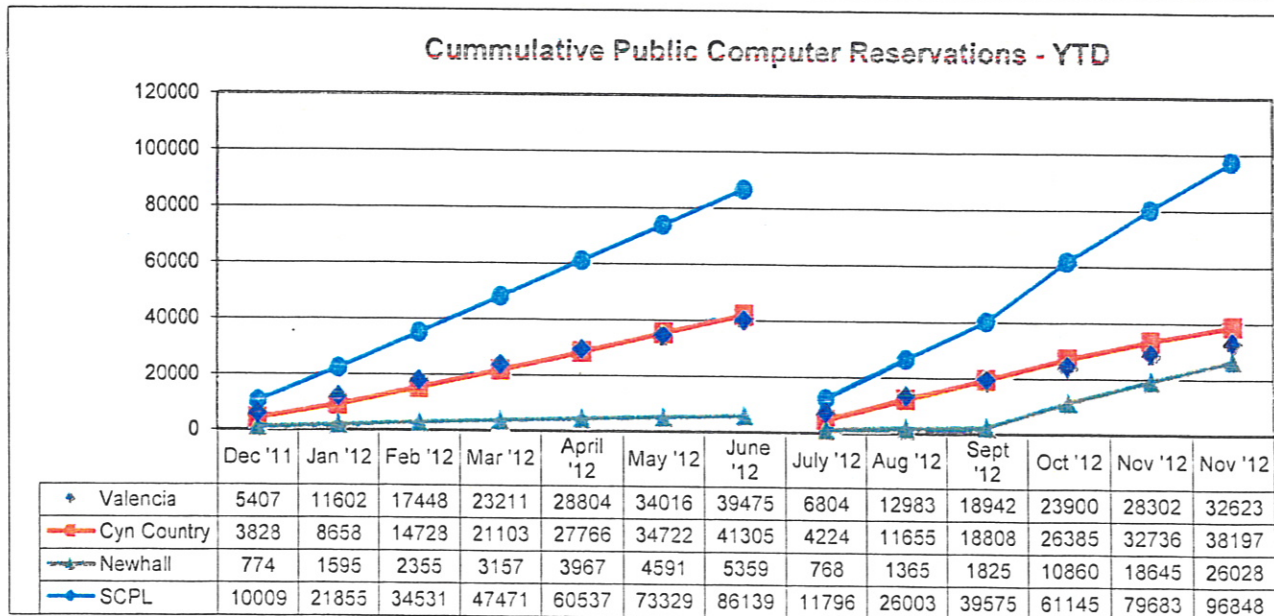
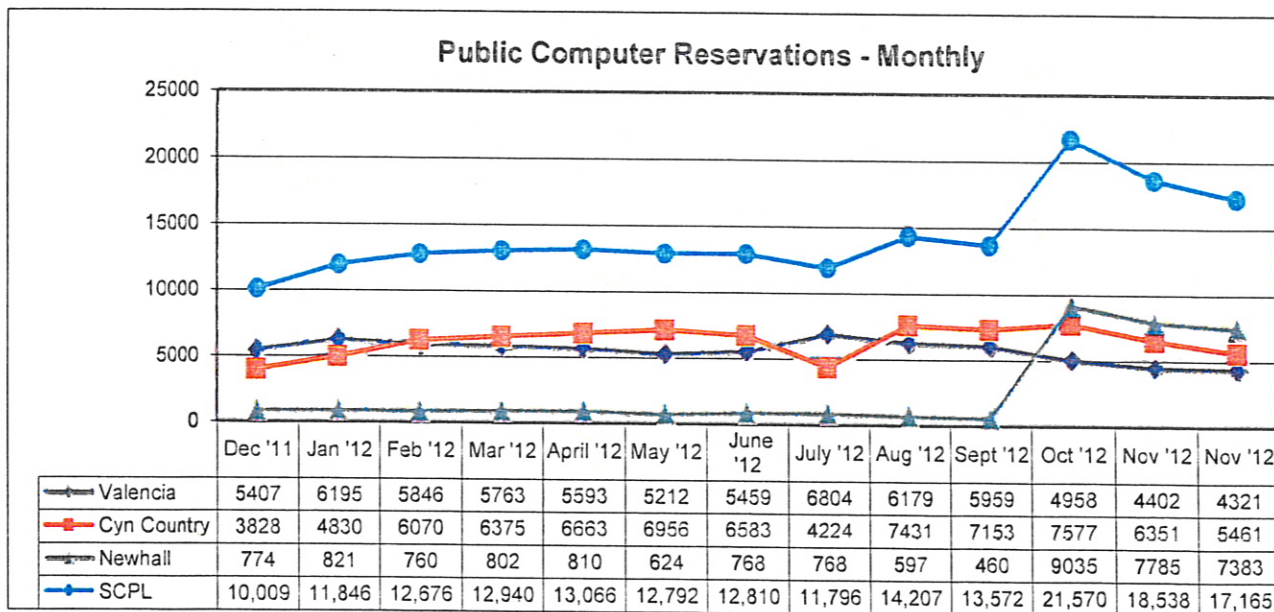
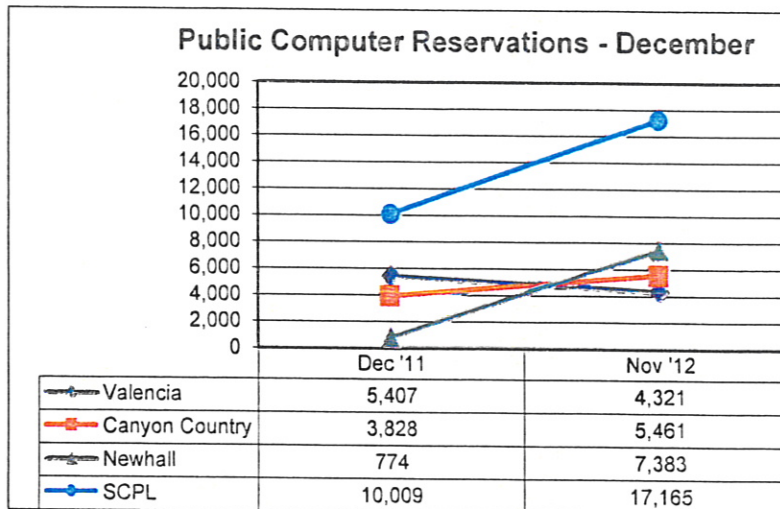
In December 2012, a total of 116,041 books and materials were circulated in the Santa Clarita Public Library. 51,664 books/materials were circulated in Valencia, 26,392 in Canyon Country, and 37,985 in Newhall.



SANTA CLARITA PUBLIC LIBRARY STATISTICS

PUBLIC COMPUTER RESERVATIONS

In December 2012, a total of 17,165 patrons reserved and used public computers. 4,321 patrons used public computers in Valencia, 5,461 in Canyon Country, and 7,383 in Newhall.

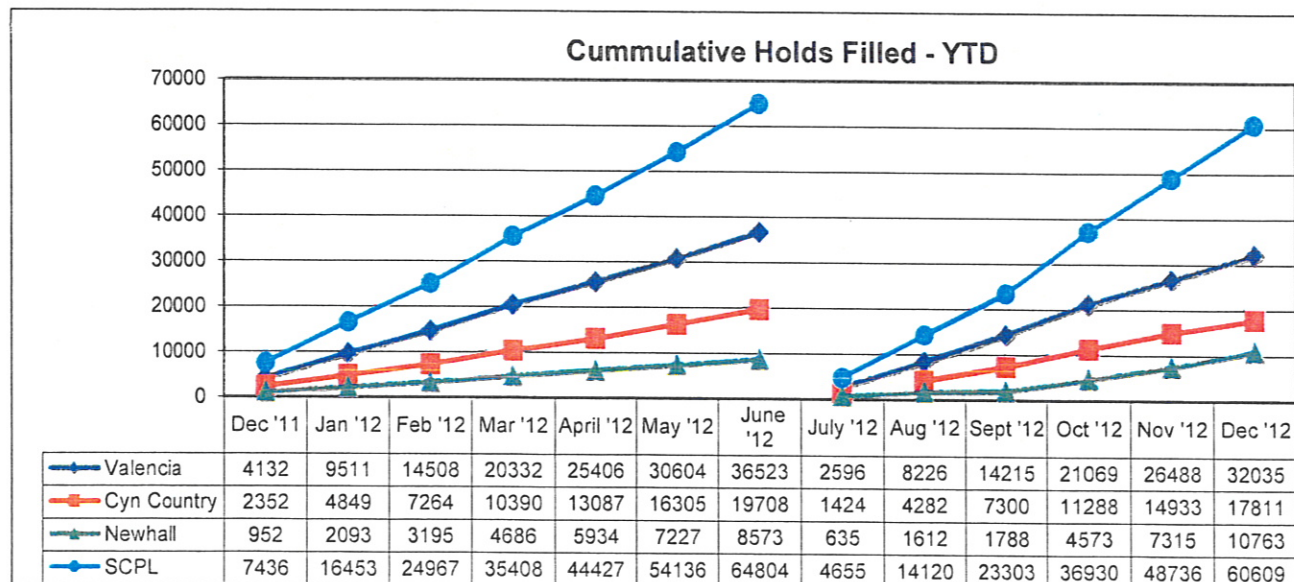
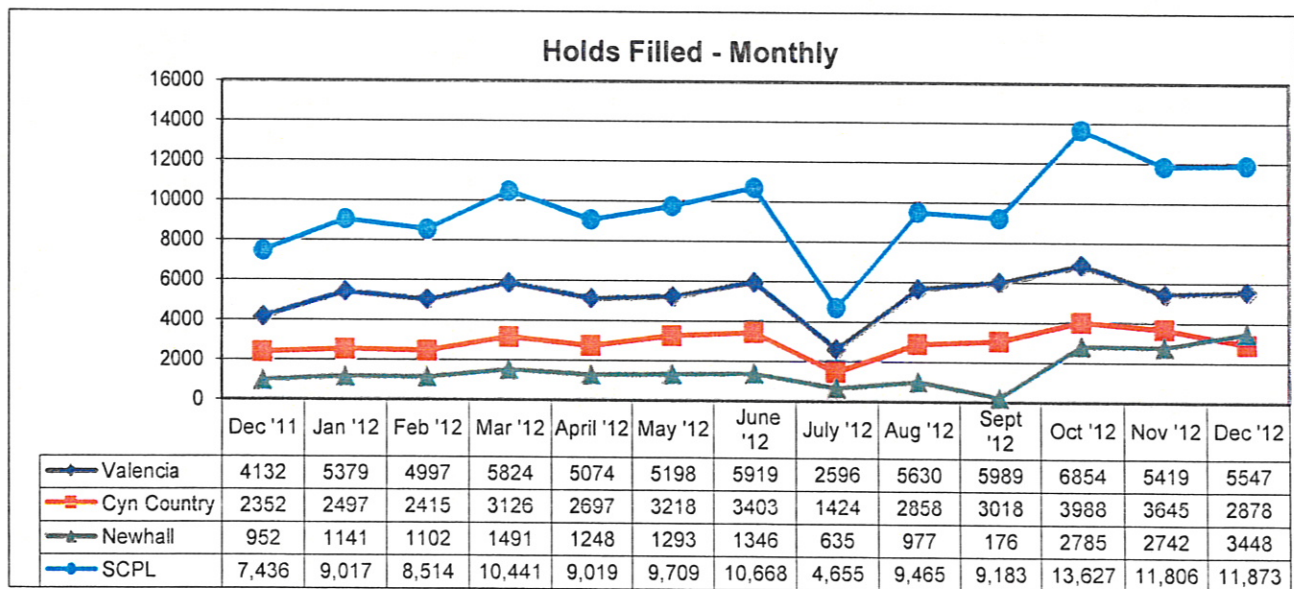
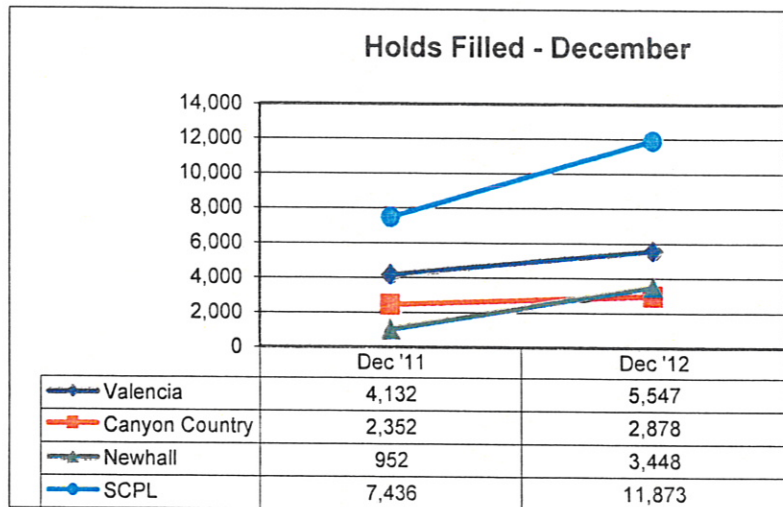


SANTA CLARITA PUBLIC LIBRARY STATISTICS

HOLDS FILLED

In December 2012, a total of 11,873 holds were filled in the Santa Clarita Public Library.

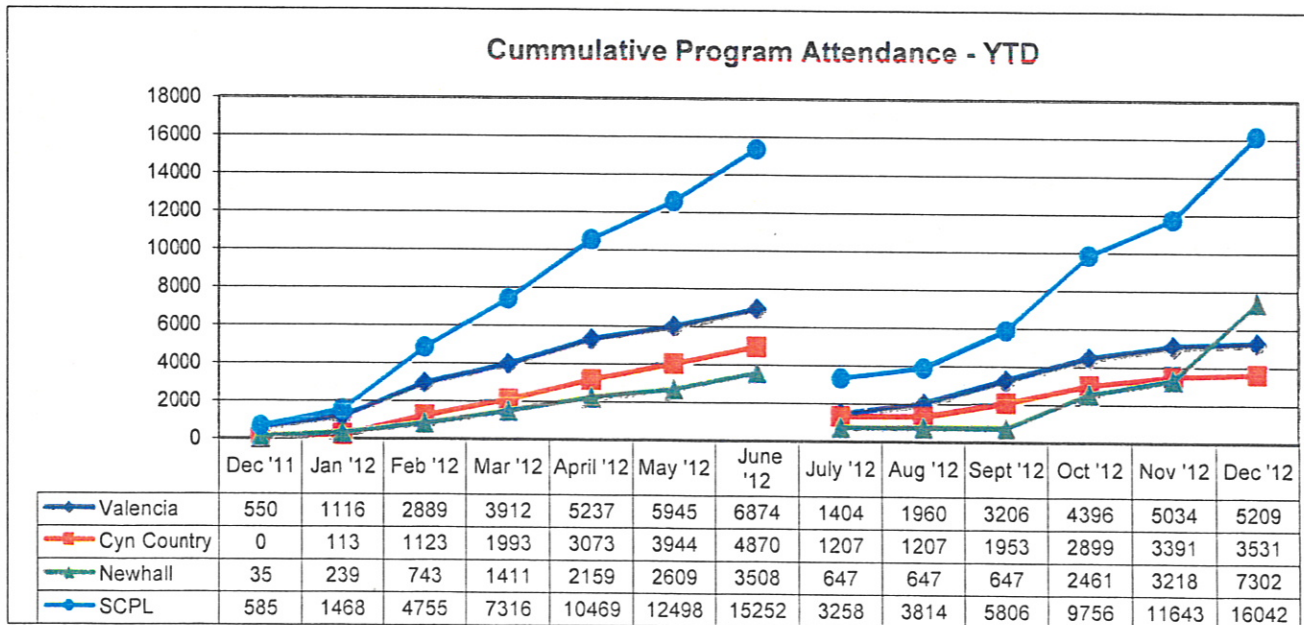
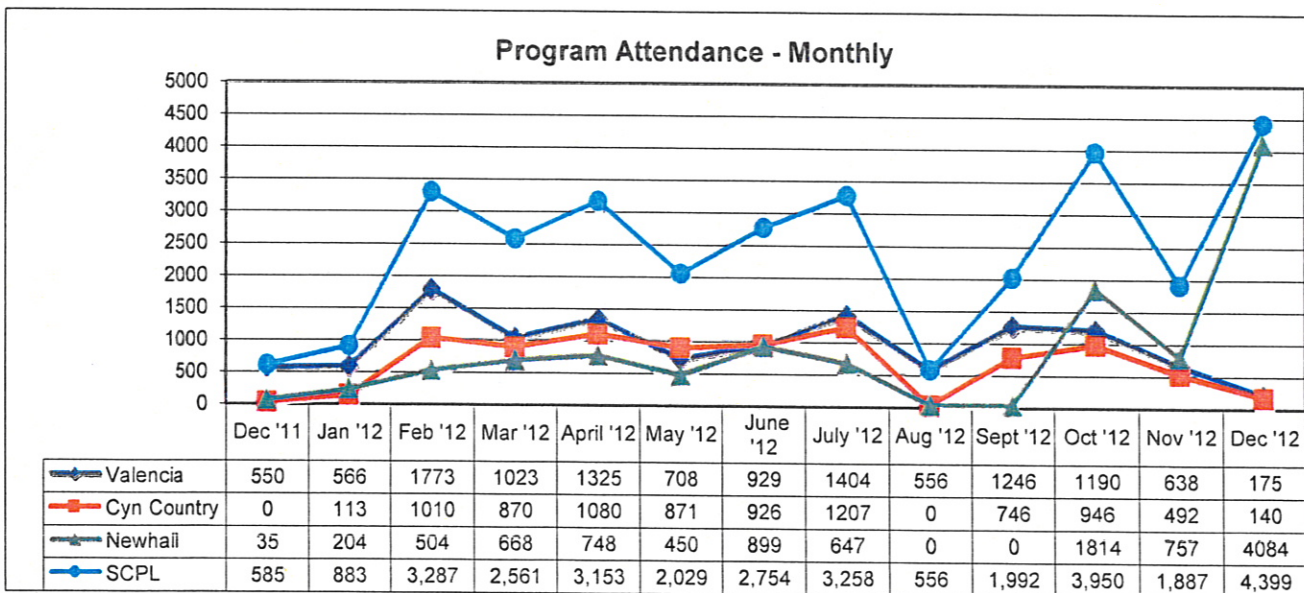
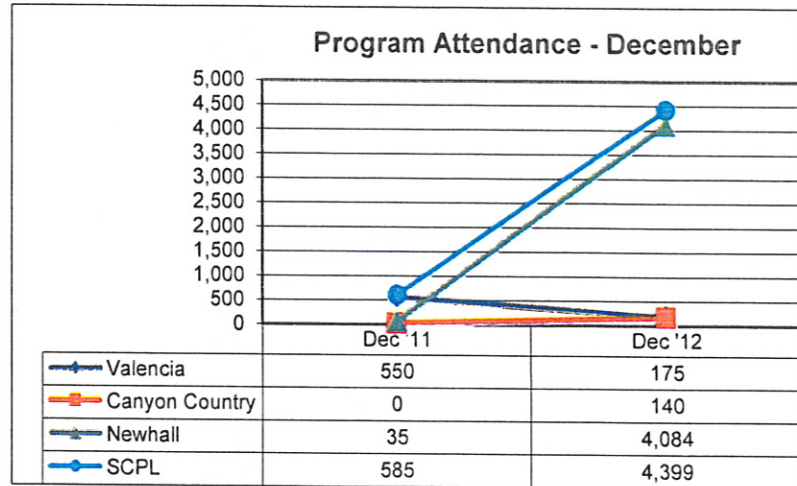
5,547 holds were filled in Valencia, 2,878 in Canyon Country, and 3,448 in Newhall.



SANTA CLARITA PUBLIC LIBRARY STATISTICS PROGRAM ATTENDANCE

In December 2012, a total of 4,399 attendees participated in a program. 175 attended a Library program at Valencia, 140 at Canyon Country, and 4,084 at Newhall.

The variance in the programming numbers at the Counyon Country Library are due to the Library Branch closure in 2011, and the variance at Newhall Library are due to the hosting of the SCV Literacy and Arts Festival at Newhall Library.

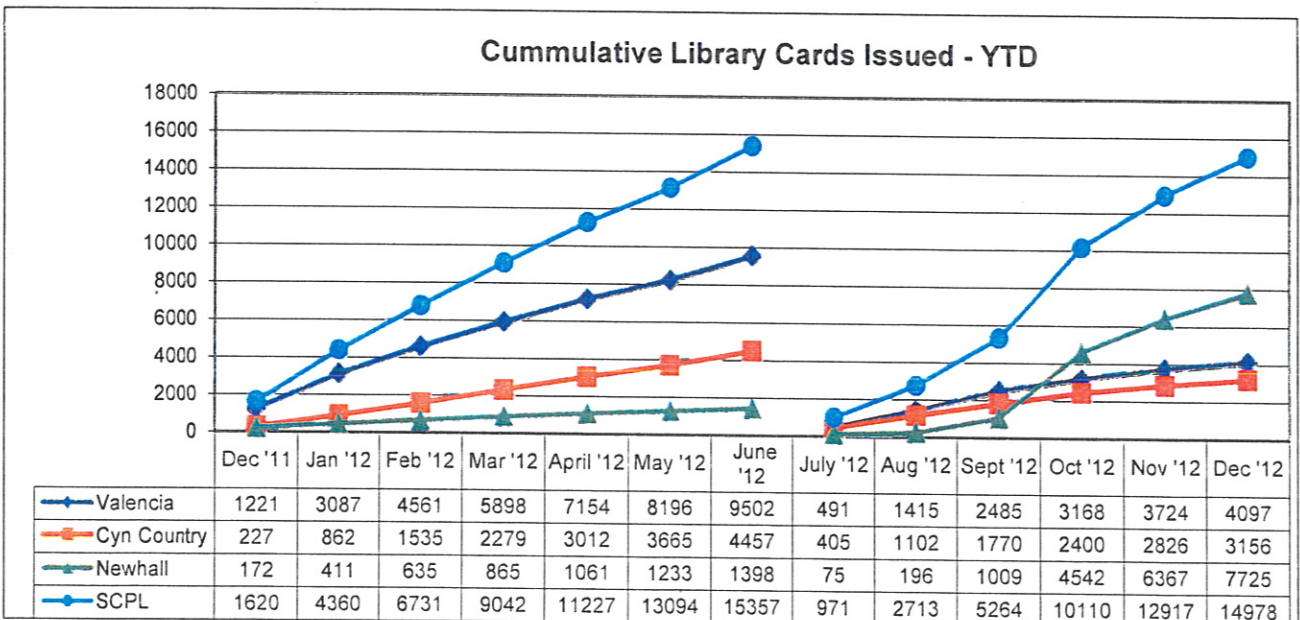
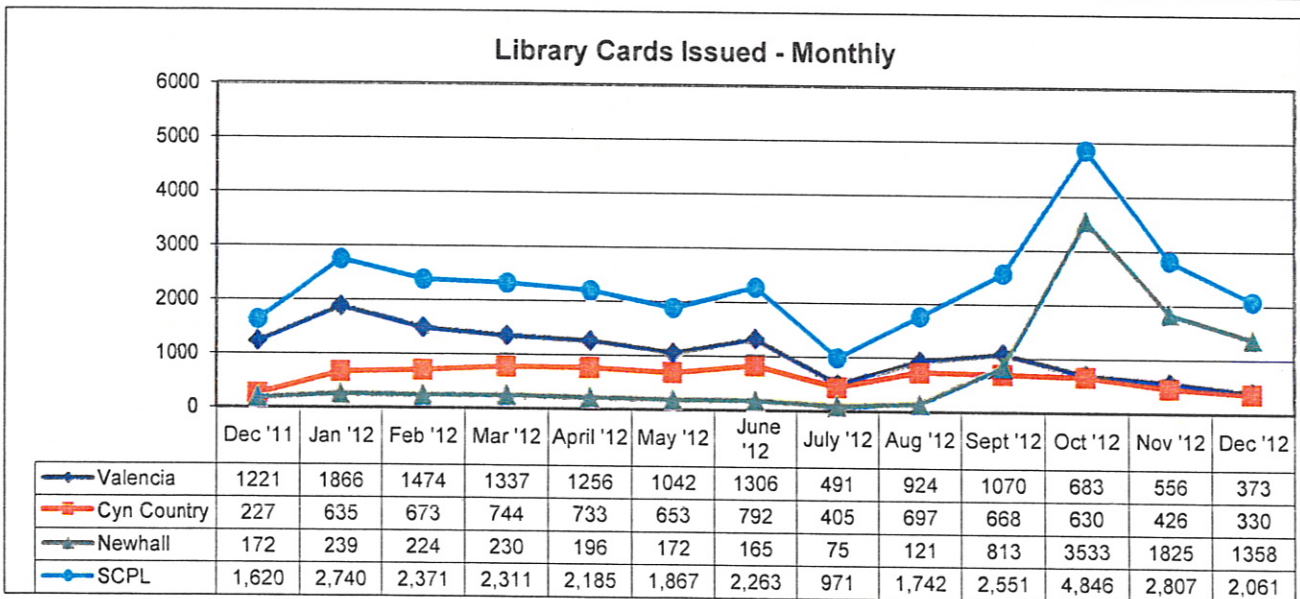
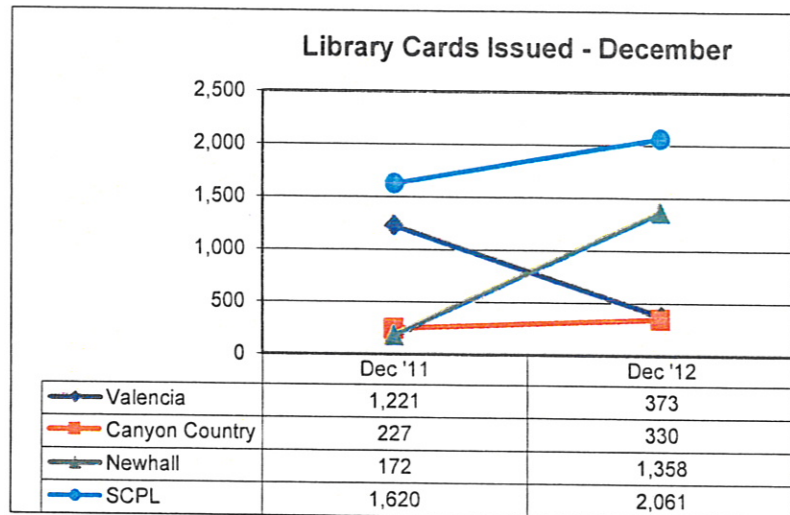


SANTA CLARITA PUBLIC LIBRARY STATISTICS

LIBRARY CARDS ISSUED

In December 2012, a total of 2,061 new Library cards were issued.

373 new Library cards were issued at Valencia, 330 at Canyon Country, and 1,358 at Newhall.

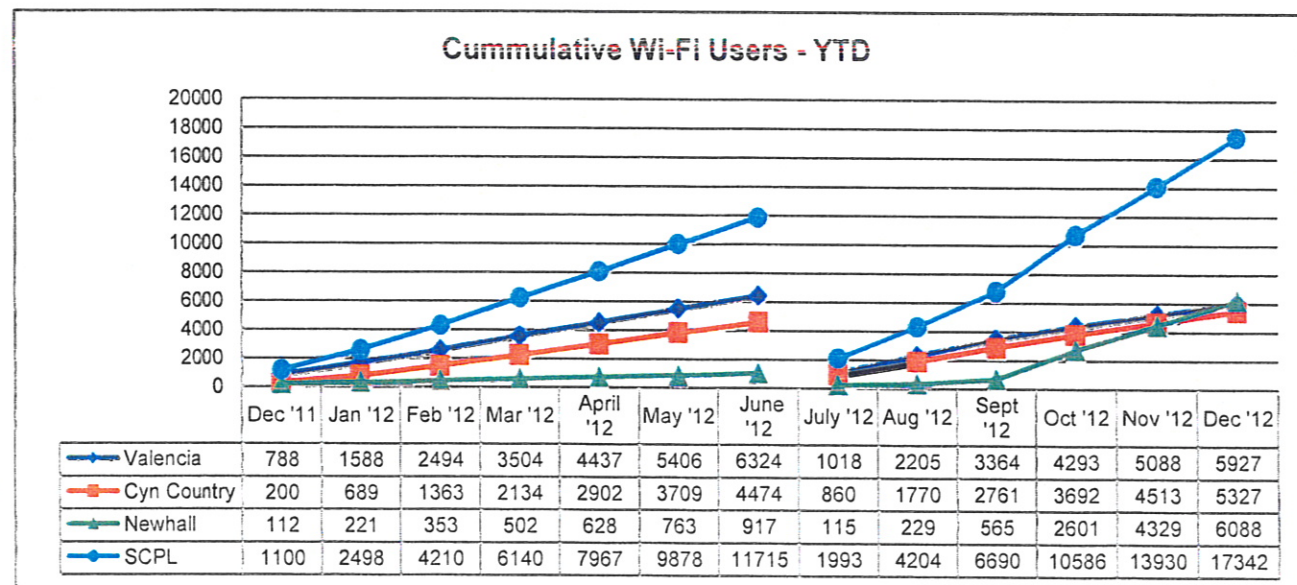
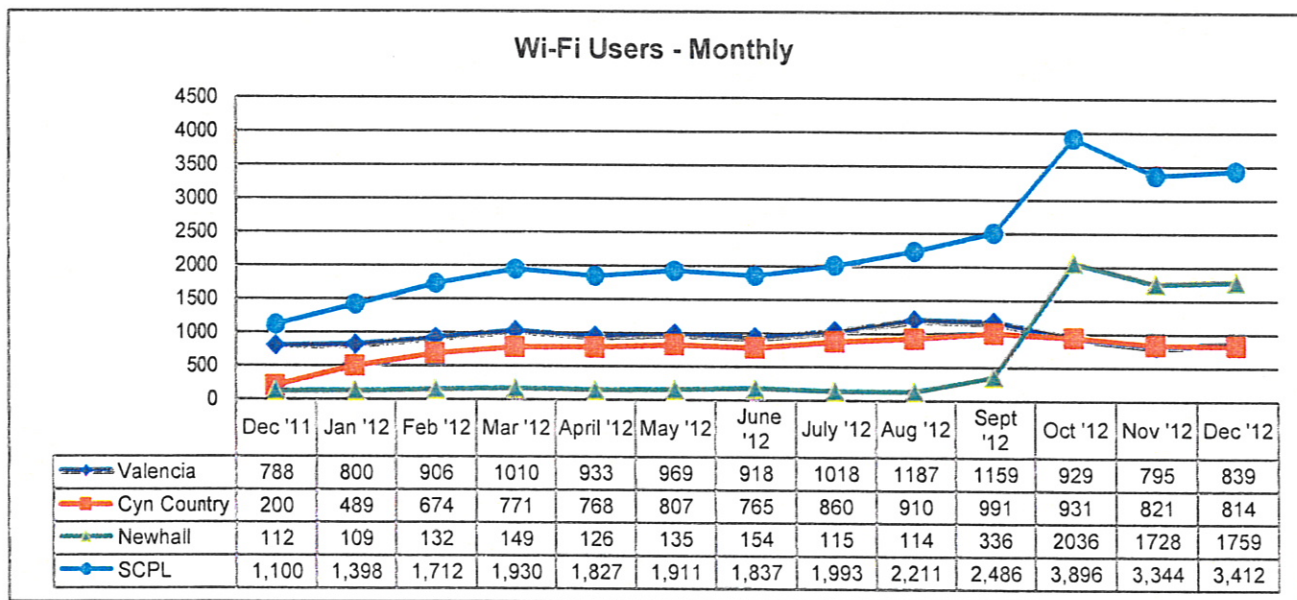
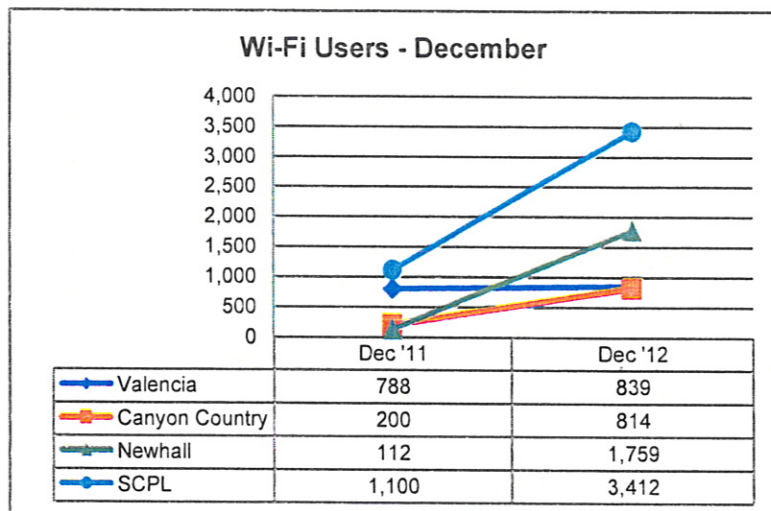


SANTA CLARITA PUBLIC LIBRARY STATISTICS

Wi-Fi USERS

In December 2012, a total of 3,412 Library patrons used the Santa Clarita Public Library's wireless internet (Wi-Fi).

839 Wi-Fi users were at Valencia, 814 at Canyon Country, and 1,759 at Newhall.



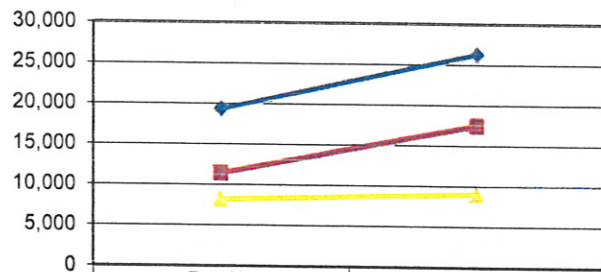
SANTA CLARITA PUBLIC LIBRARY STATISTICS

LIBRARY WEBSITE VISITS

In December 2012, the Library's website received a total of 26,196 visits.

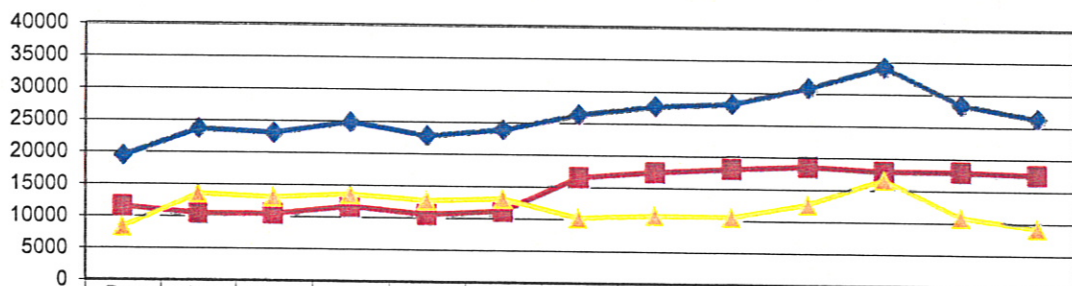
17,321 were returning visitors and 8,875 were new visitors to the Library website.

Library Website Visits - December



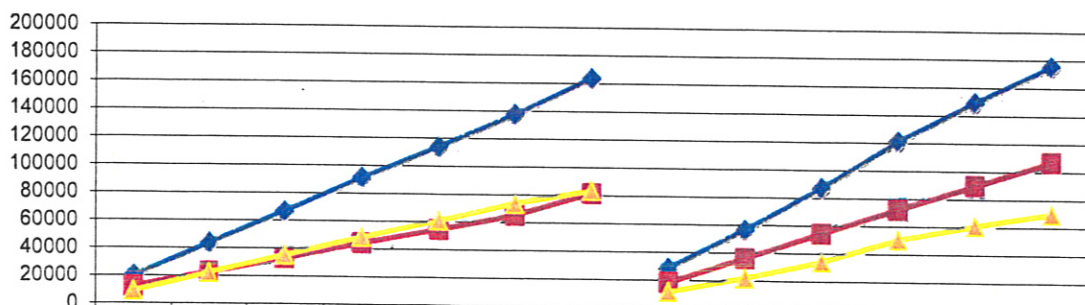
	Dec '11	Dec '12
Website Visits	19,282	26,196
Returning Visitors	11,291	17,321
New Visitors	7,991	8,875

Library Website Visits - Monthly



	Dec '11	Jan '12	Feb '12	Mar '12	April '12	May '12	June '12	July '12	Aug '12	Sept '12	Oct '12	Nov '12	Dec '12
Website Visits	19282	23531	22921	24673	22642	23696	26140	27538	28047	30631	33969	28206	26196
Returning Visitors	11291	10237	10180	11403	10255	10915	16285	17211	17841	18321	17661	17698	17321
New Visitors	7991	13294	12741	13270	12387	12781	9855	10327	10206	12310	16308	10508	8875

Cummulative Library Website Visits - YTD



	Dec '11	Jan '12	Feb '12	Mar '12	April '12	May '12	June '12	July '12	Aug '12	Sept '12	Oct '12	Nov '12	Dec '12
Website Visits	19282	42813	65734	90407	113049	136745	162885	27538	55585	86216	120185	148391	174587
Returning Visitors	11291	21528	31708	43111	53366	64281	80566	17211	35052	53373	71034	88732	106053
New Visitors	7991	21285	34026	47296	59683	72464	82319	10327	20533	32843	49151	59659	68534

SANTA CLARITA PUBLIC LIBRARY STATISTICS

LIBRARY WEBSITE

In December 2012, visitors to the Santa Clarita Public Library website viewed a total of 49,464 website pages. Visitors to santaclaritalibrary.com spent an average of 1.91 minutes visiting the City's Library website.

