



City of
SANTA CLARITA
PUBLIC LIBRARY

STATISTICAL REPORT

JANUARY 2013

Santa Clarita Public Library Fiscal Year 2012-2013

Statistical Summary

Month-to-Date								
JANUARY 2013	CANYON COUNTRY		OLD TOWN NEWHALL		VALENCIA		TOTALS	
	January 2013	2012 January	January 2013	2012 January	January 2013	2012 January	January 2013	2012 January
Patron Traffic	20,656	9,491	31,258	8,844	24,216	34,473	76,130	52,808
Circulation	30,078	15,546	39,883	11,055	57,215	58,232	127,176	84,833
Website Visits	xxx	xxx	xxx	xxx	xxx	xxx	31,676	23,531
PC Reservations	6,522	4,830	8,199	821	4,993	6,195	19,714	11,846
Volunteer Hours	279.00	85.75	224.00	10.00	295.00	225.75	798.00	321.50
Holds Filled	3,930	2,497	3,081	1,141	6,912	5,379	13,923	9,017
Number of Programs	35	5	67	20	38	21	140	46
Program Attendance	480	113	1,207	204	719	566	2,406	883
Library Cards Issued	504	635	1,561	239	565	1,866	2,630	2,740
Wi-Fi Users	943	489	1,806	109	972	800	3,721	1,398

Year-to-Date								
JANUARY 2013	CANYON COUNTRY		OLD TOWN NEWHALL		VALENCIA		TOTALS	
	YTD Jan. 2013	2012 Jan. YTD	YTD Jan. 2013	2012 Jan. YTD	YTD Jan. 2013	2012 Jan. YTD	YTD Jan. 2013	2012 Jan. YTD
Patron Traffic	146,926	133,486	145,960	57,006	199,656	240,688	492,542	431,180
Circulation	220,984	170,108	196,244	71,459	422,648	363,904	839,876	605,471
Website Visits	xxx	xxx	xxx	xxx	xxx	xxx	206,263	159,111
PC Reservations	44,719	37,102	34,227	5,483	37,616	35,767	116,562	78,352
Volunteer Hours	1,274.75	418.75	948.75	48.00	1,871.00	1,375.50	4,094.50	1,842.25
Holds Filled	22,311	19,129	13,274	7,060	38,947	34,739	74,532	60,928
Number of Programs	186	109	212	73	184	148	582	330
Program Attendance	4,011	3,692	8,509	1,795	5,928	6,601	18,448	12,088
Library Cards Issued	3,660	12,954	9,286	3,509	4,662	25,405	17,608	41,868
Wi-Fi Users	6,270	3,813	7,894	712	6,899	5,842	21,063	10,367

* Canyon Country Library was closed from end of November 2011 through mid-January 2012, thus minimal programming was held in January 2012.



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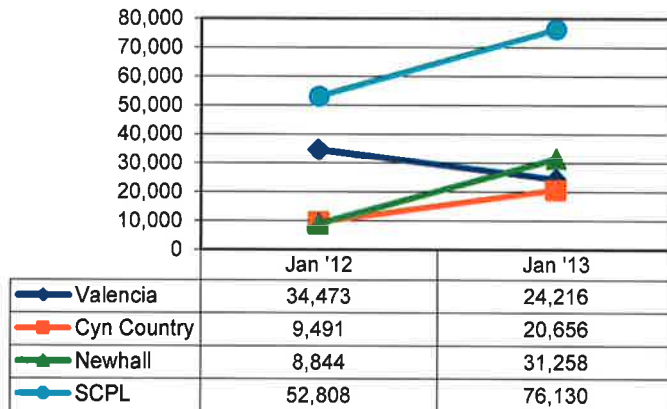
* Canyon Country Library was closed from end of November 2011 through mid-January 2012, thus minimal programming was held in January 2012.

SANTA CLARITA PUBLIC LIBRARY STATISTICS

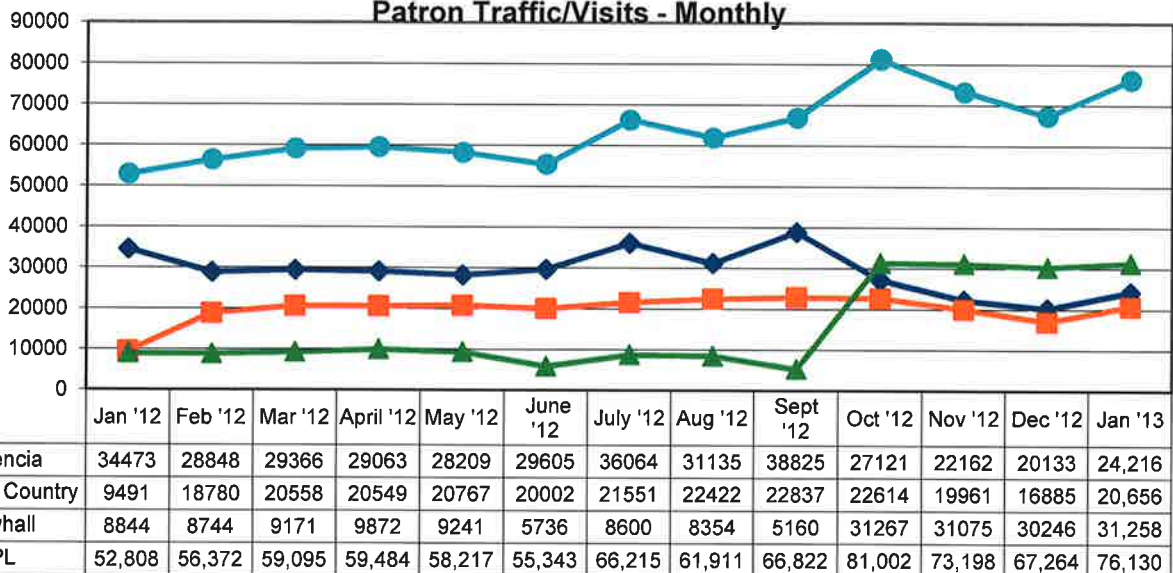
PATRON VISITS

In January 2013, a total of 76,130 patrons visited the Santa Clarita Public Library, with 24,216 visitors at Valencia, 20,656 at Canyon Country, and 31,258 at Newhall.

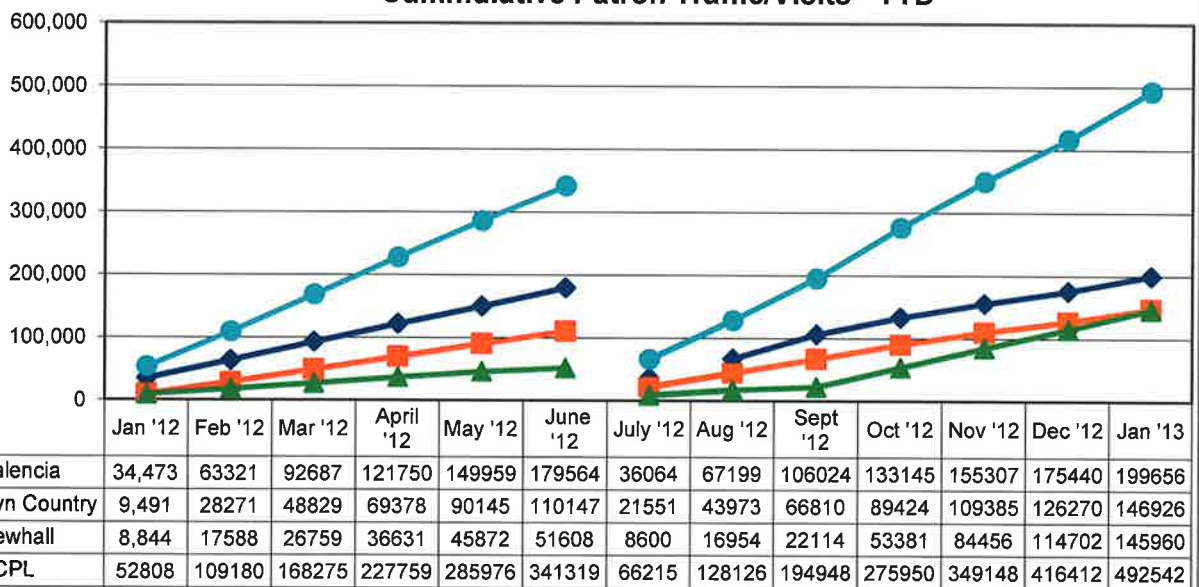
Patron Visits - January



Patron Traffic/Visits - Monthly



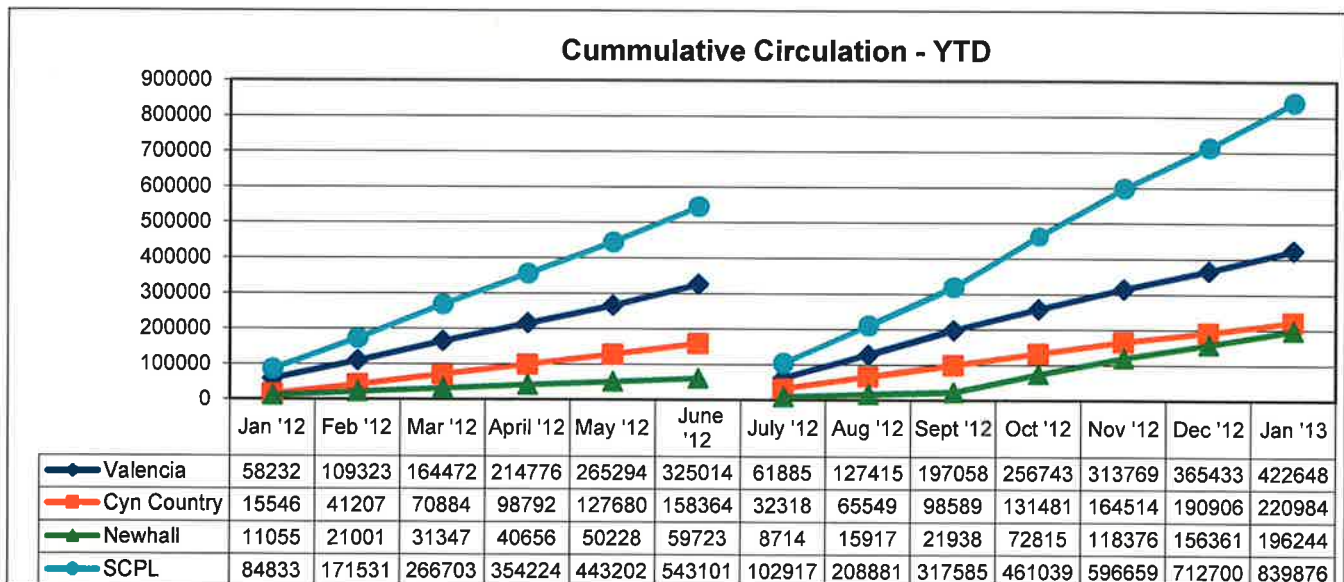
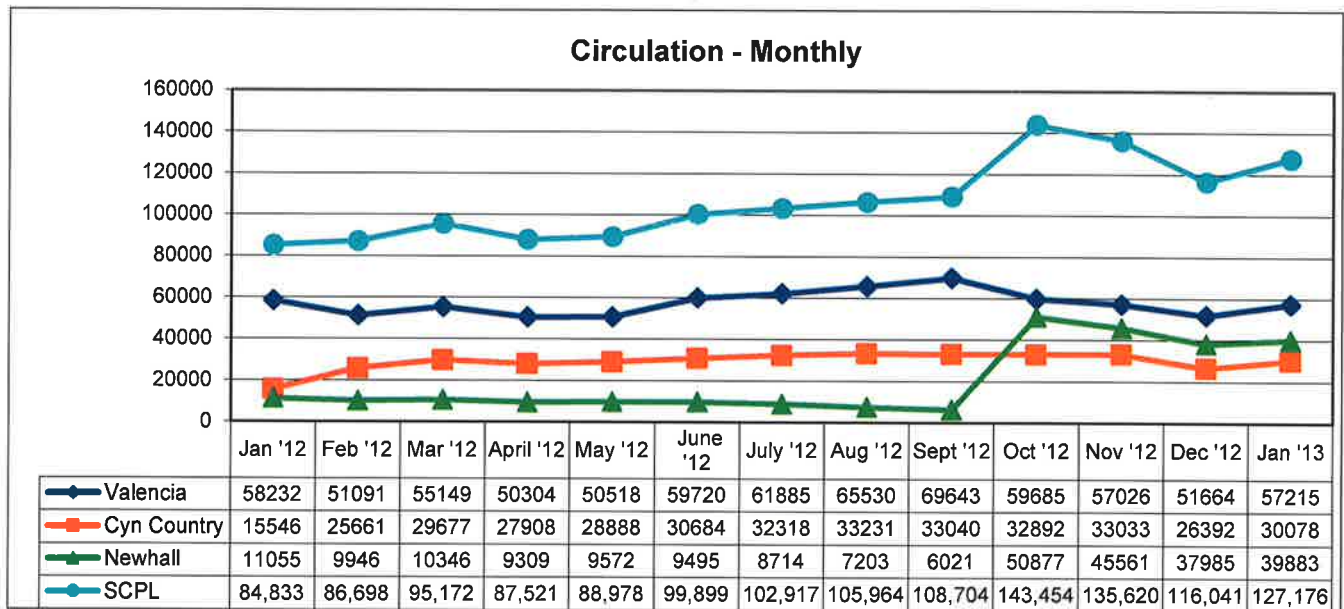
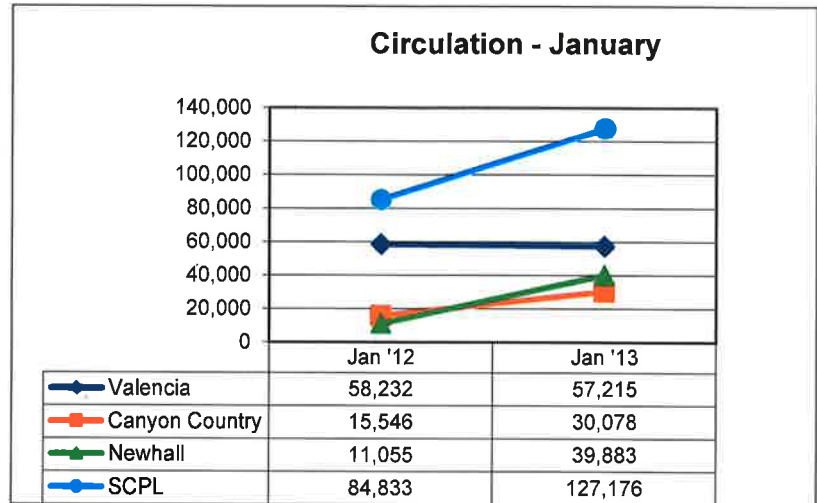
Cummulative Patron Traffic/Visits - YTD



SANTA CLARITA PUBLIC LIBRARY STATISTICS

CIRCULATION

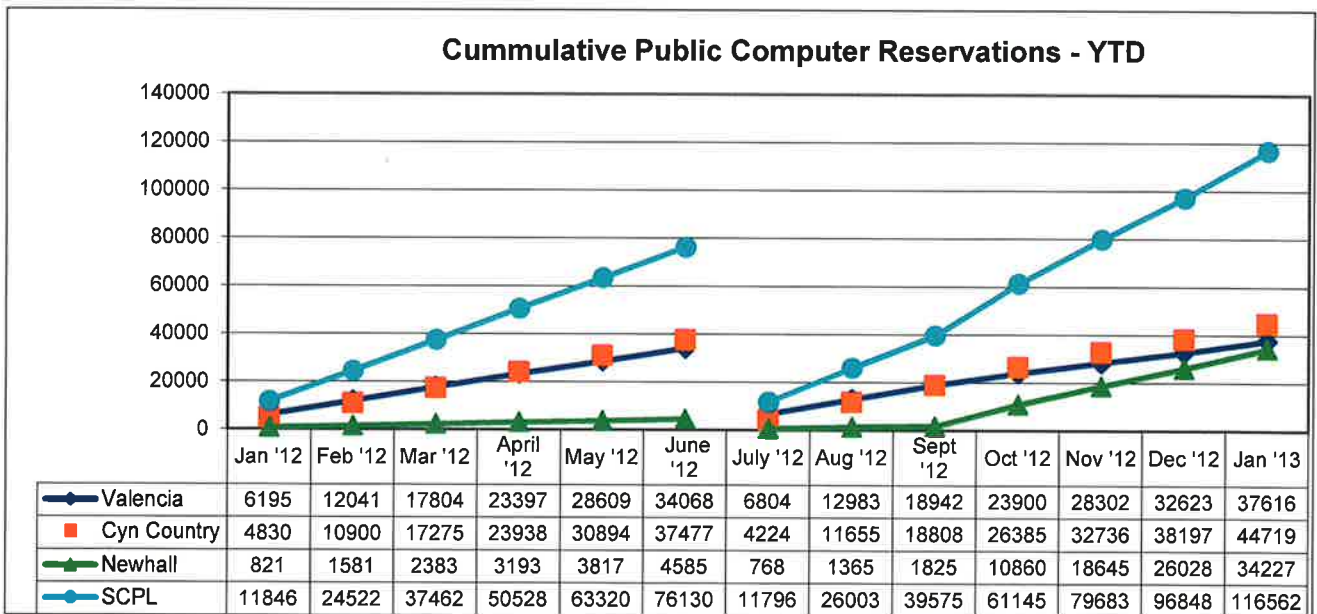
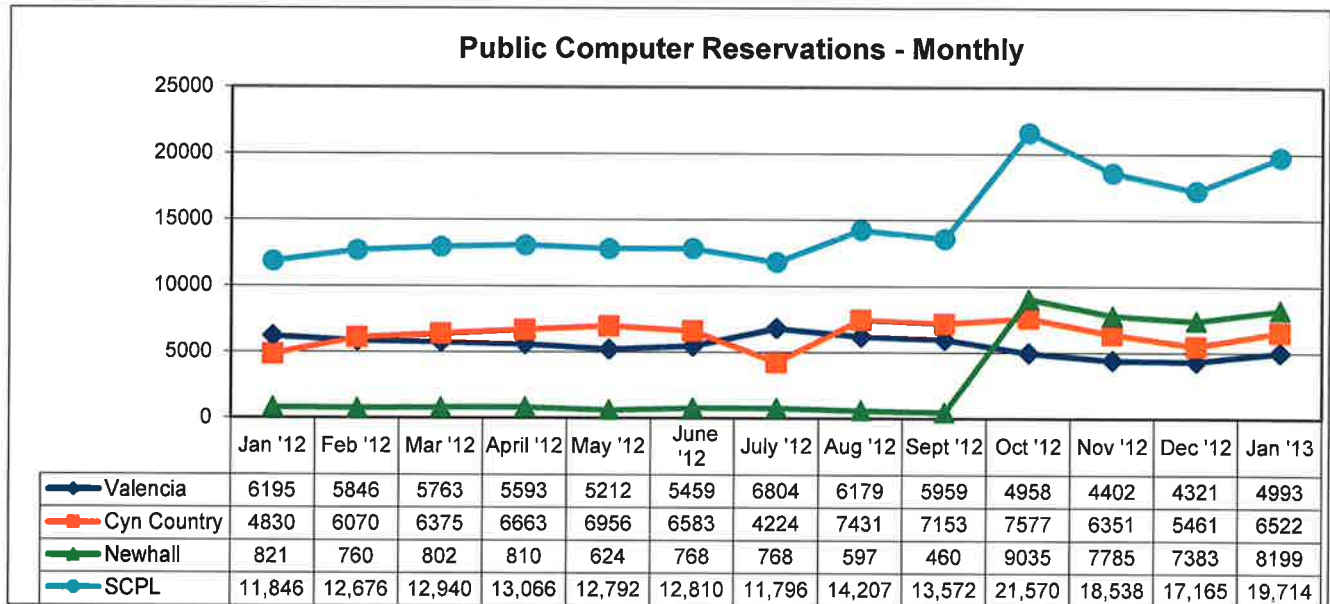
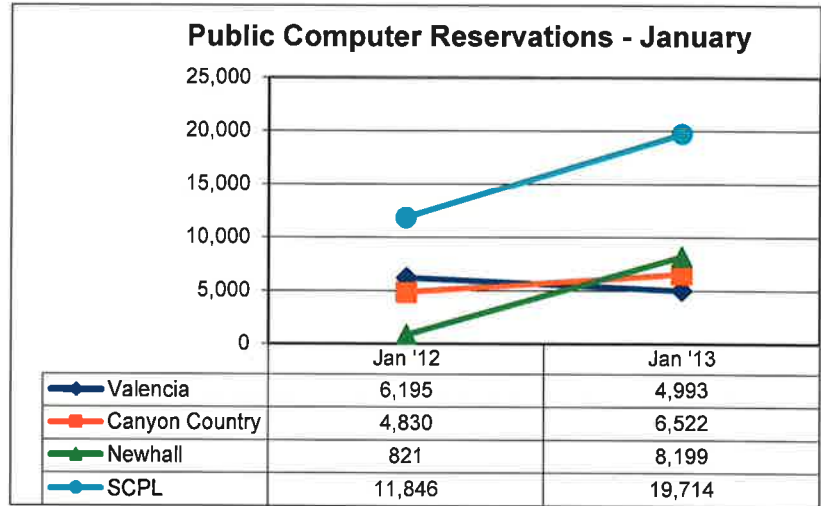
In January 2013, a total of 127,176 books and materials were circulated in the Santa Clarita Public Library. 57,215 books/materials were circulated in Valencia, 30,078 in Canyon Country, and 39,883 in Newhall.



SANTA CLARITA PUBLIC LIBRARY STATISTICS

PUBLIC COMPUTER RESERVATIONS

In January 2013, a total of 19,714 patrons reserved and used public computers. 4,993 patrons used public computers in Valencia, 6,522 in Canyon Country, and 8,199 in Newhall.

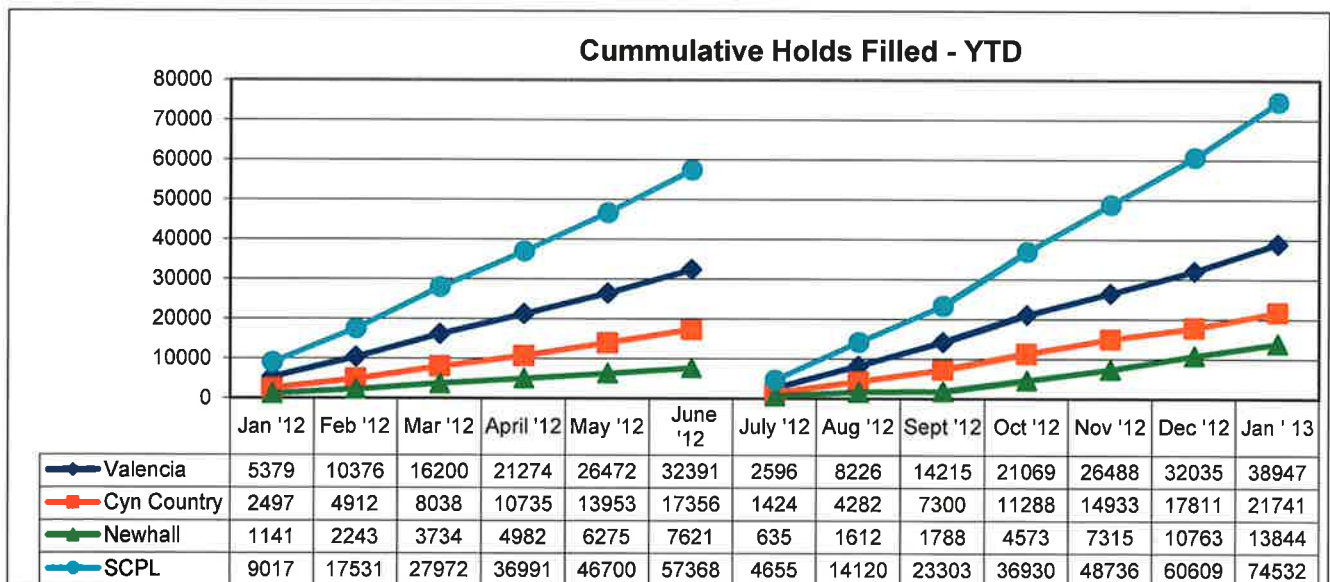
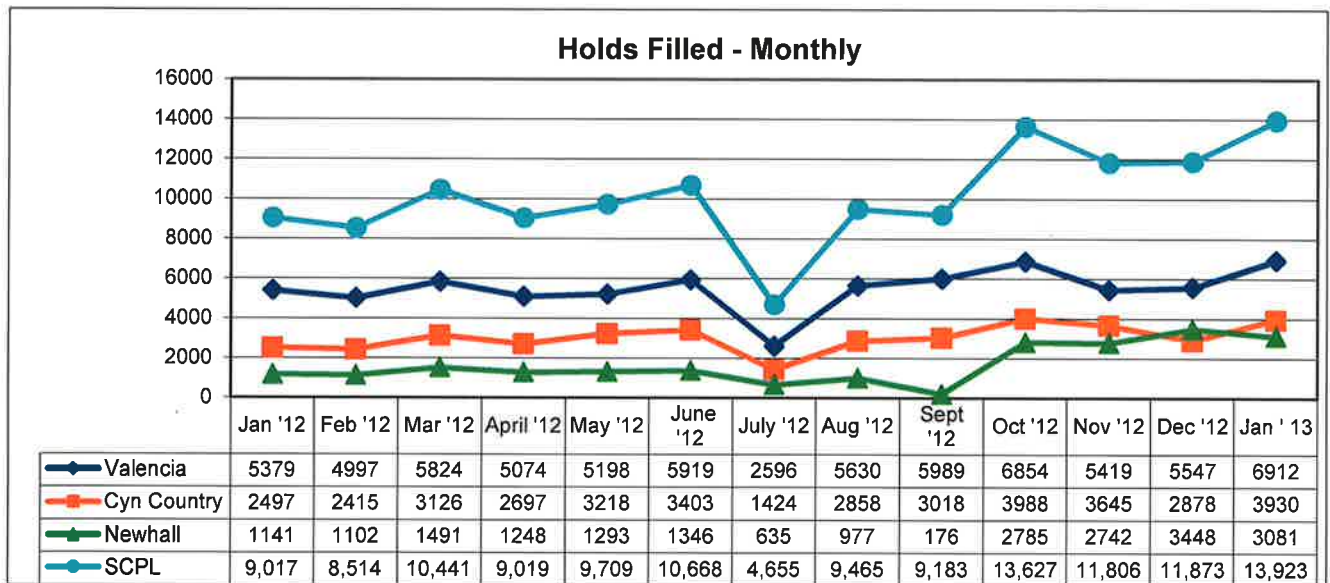
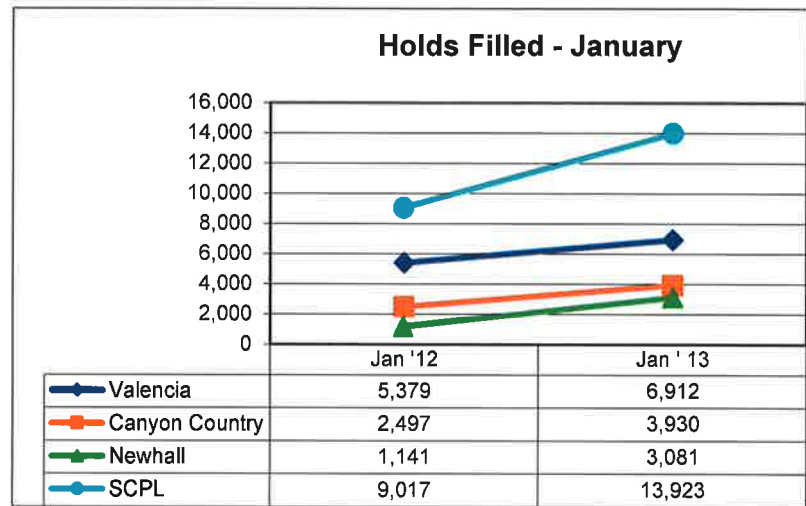


SANTA CLARITA PUBLIC LIBRARY STATISTICS

HOLDS FILLED

In January 2013, a total of 13,923 holds were filled in the Santa Clarita Public Library.

6,912 holds were filled in Valencia, 3,930 in Canyon Country, and 3,081 in Newhall.

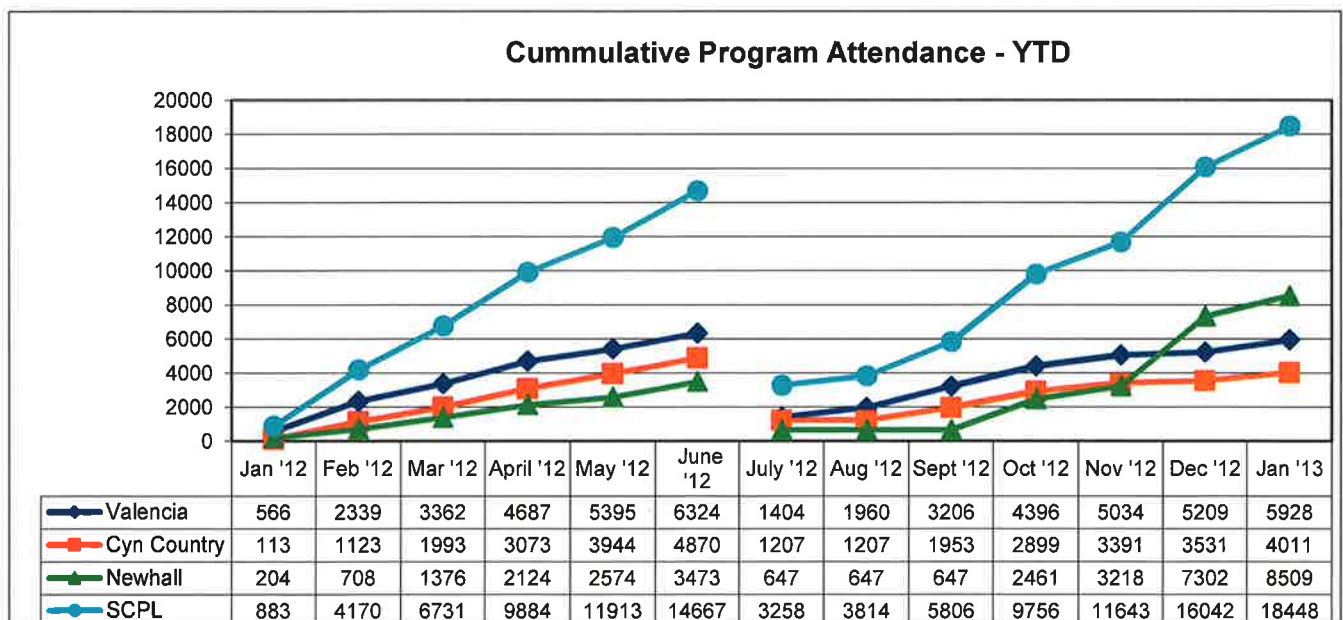
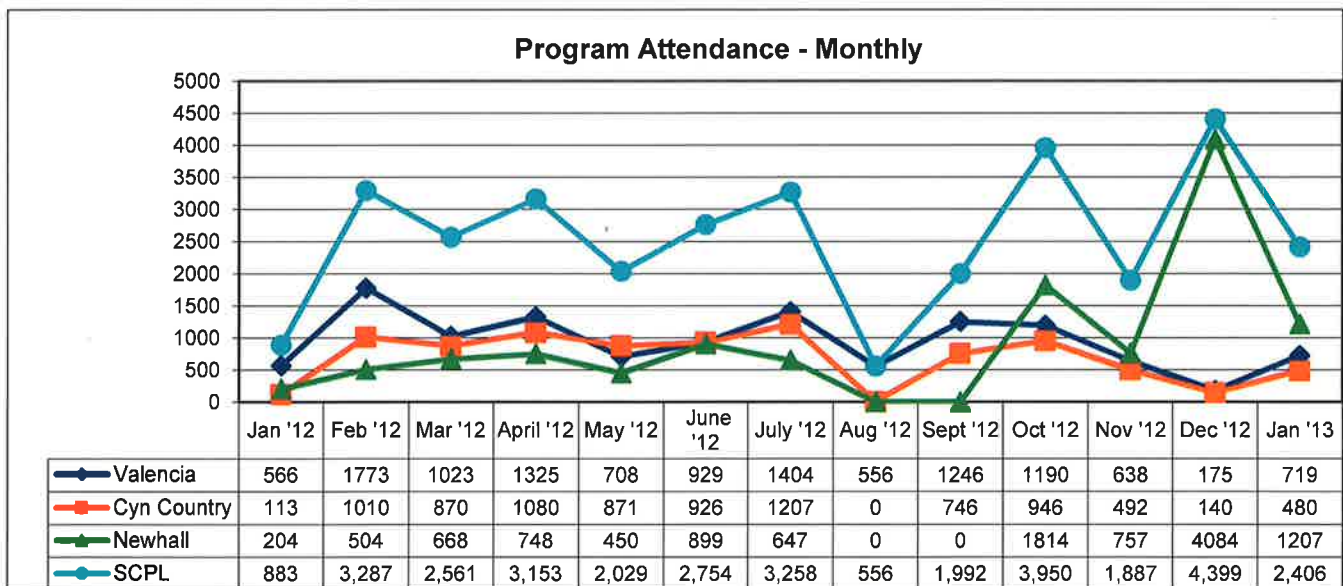
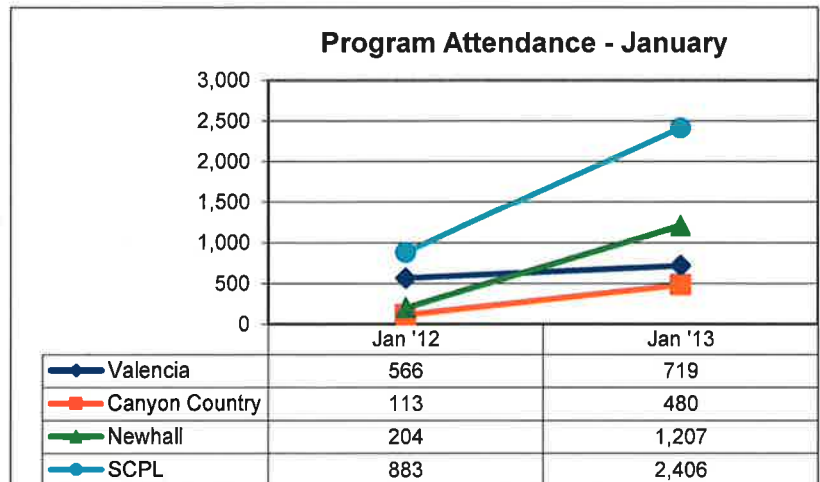


SANTA CLARITA PUBLIC LIBRARY STATISTICS

PROGRAM ATTENDANCE

In January 2013, a total of 2,406 attendees participated in a program. 719 attended a Library program at Valencia, 480 at Canyon Country, and 1,207 at Newhall.

The variance in the programming numbers at the Counyon Country Library is due to the Library branch closure from November 2011 through mid January 2012.

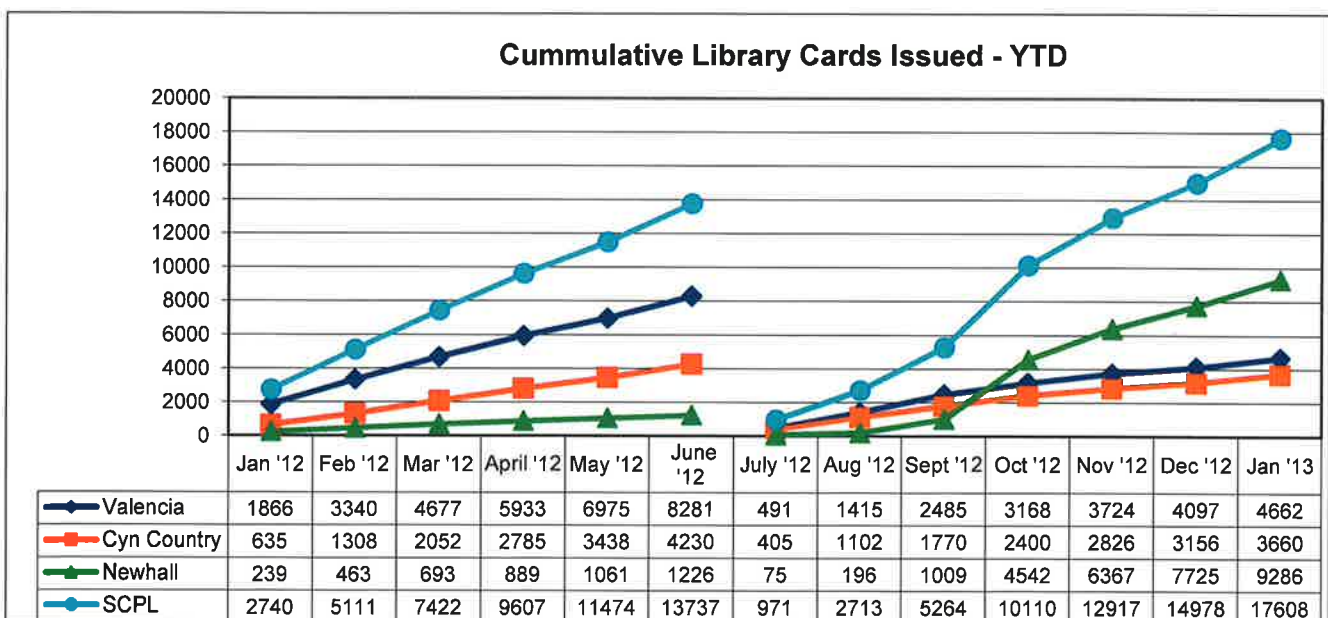
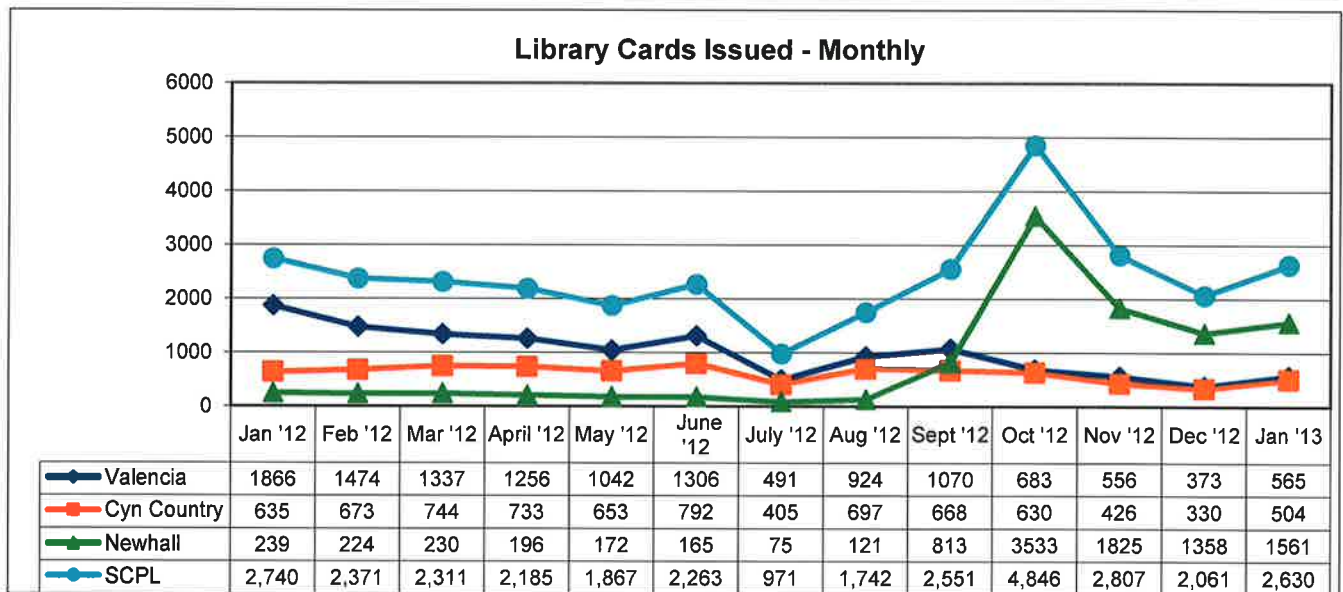
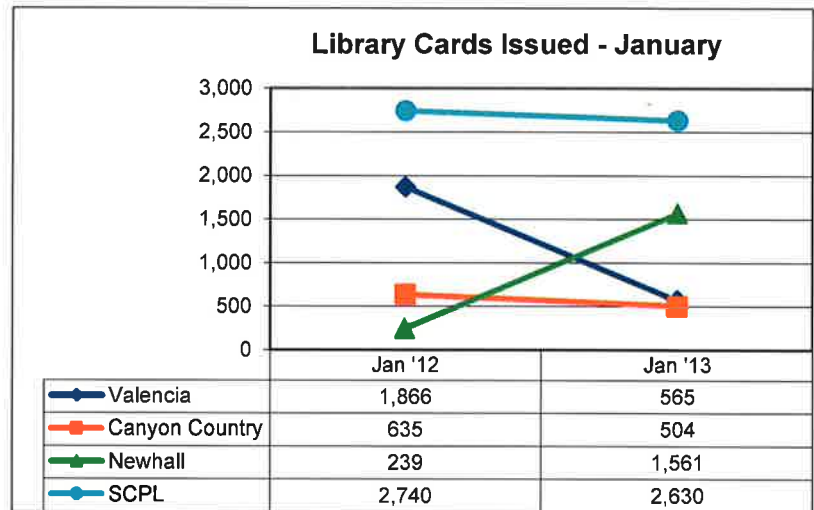


SANTA CLARITA PUBLIC LIBRARY STATISTICS

LIBRARY CARDS ISSUED

In January 2013, a total of 2,630 new Library cards were issued.

565 new Library cards were issued at Valencia, 504 at Canyon Country, and 1,561 at Newhall.



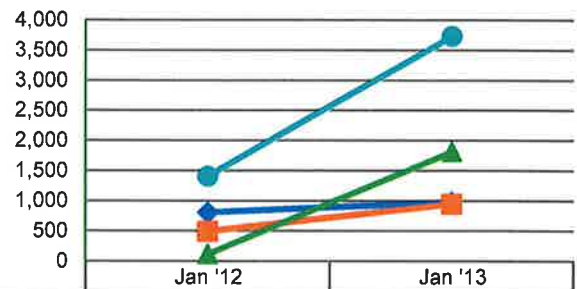
SANTA CLARITA PUBLIC LIBRARY STATISTICS

Wi-Fi USERS

In January 2013, a total of 3,721 Library patrons used the Santa Clarita Public Library's wireless internet (Wi-Fi).

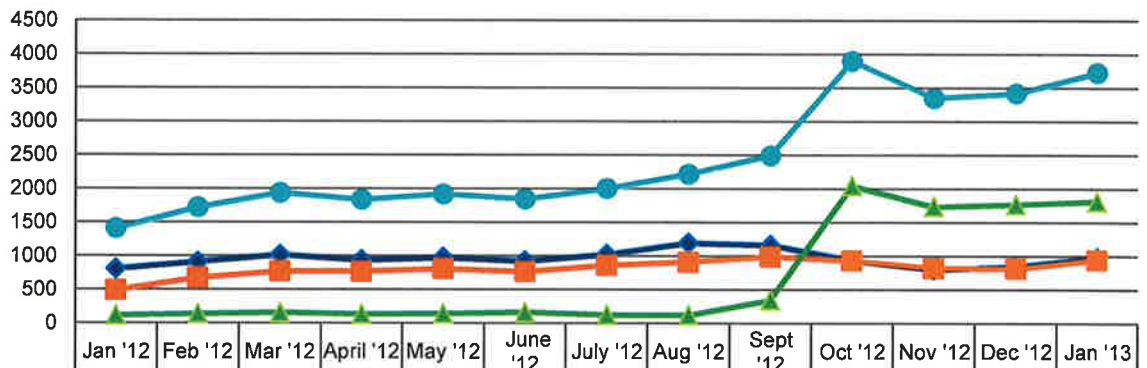
972 Wi-Fi users were at Valencia, 943 at Canyon Country, and 1,806 at Newhall.

Wi-Fi Users - January



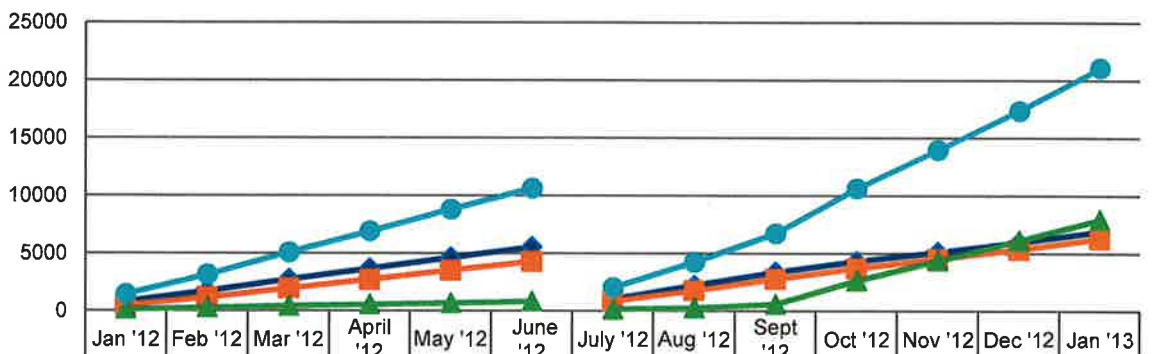
	Jan '12	Jan '13
Valencia	800	972
Canyon Country	489	943
Newhall	109	1,806
SCPL	1,398	3,721

Wi-Fi Users - Monthly



	Jan '12	Feb '12	Mar '12	April '12	May '12	June '12	July '12	Aug '12	Sept '12	Oct '12	Nov '12	Dec '12	Jan '13
Valencia	800	906	1010	933	969	918	1018	1187	1159	929	795	839	972
Cyn Country	489	674	771	768	807	765	860	910	991	931	821	814	943
Newhall	109	132	149	126	135	154	115	114	336	2036	1728	1759	1806
SCPL	1,398	1,712	1,930	1,827	1,911	1,837	1,993	2,211	2,486	3,896	3,344	3,412	3,721

Cummulative Wi-Fi Users - YTD



	Jan '12	Feb '12	Mar '12	April '12	May '12	June '12	July '12	Aug '12	Sept '12	Oct '12	Nov '12	Dec '12	Jan '13
Valencia	800	1706	2716	3649	4618	5536	1018	2205	3364	4293	5088	5927	6899
Cyn Country	489	1163	1934	2702	3509	4274	860	1770	2761	3692	4513	5327	6270
Newhall	109	241	390	516	651	805	115	229	565	2601	4329	6088	7894
SCPL	1398	3110	5040	6867	8778	10615	1993	4204	6690	10586	13930	17342	21063

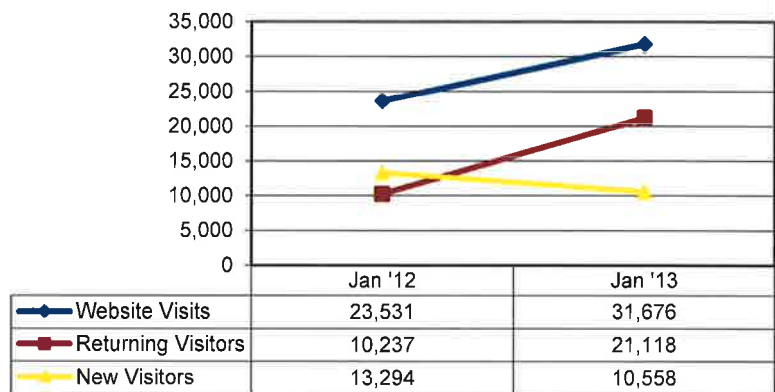
SANTA CLARITA PUBLIC LIBRARY STATISTICS

LIBRARY WEBSITE VISITS

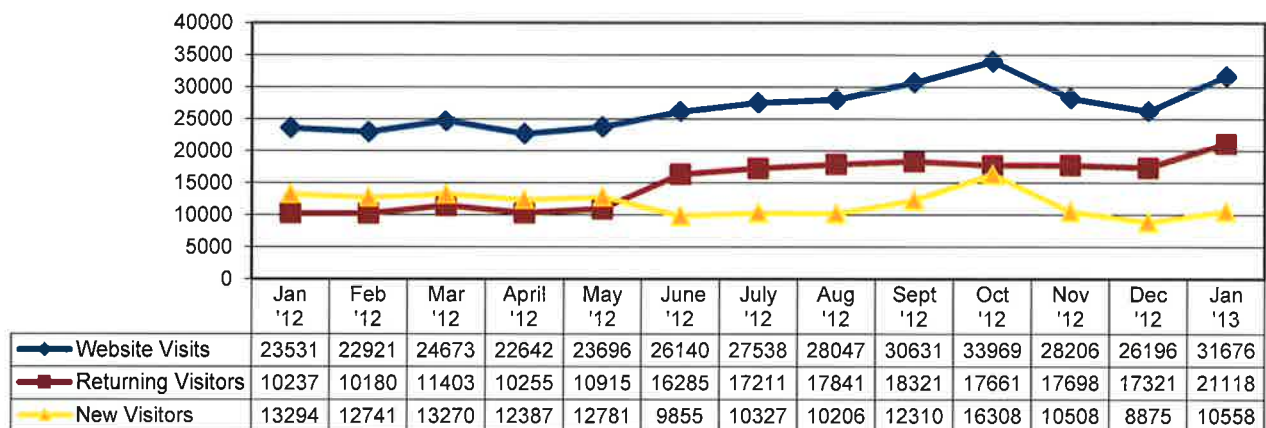
In January 2013, the Library's website received a total of 31,676 visits.

21,118 were returning visitors and 10,558 were new visitors to the Library website.

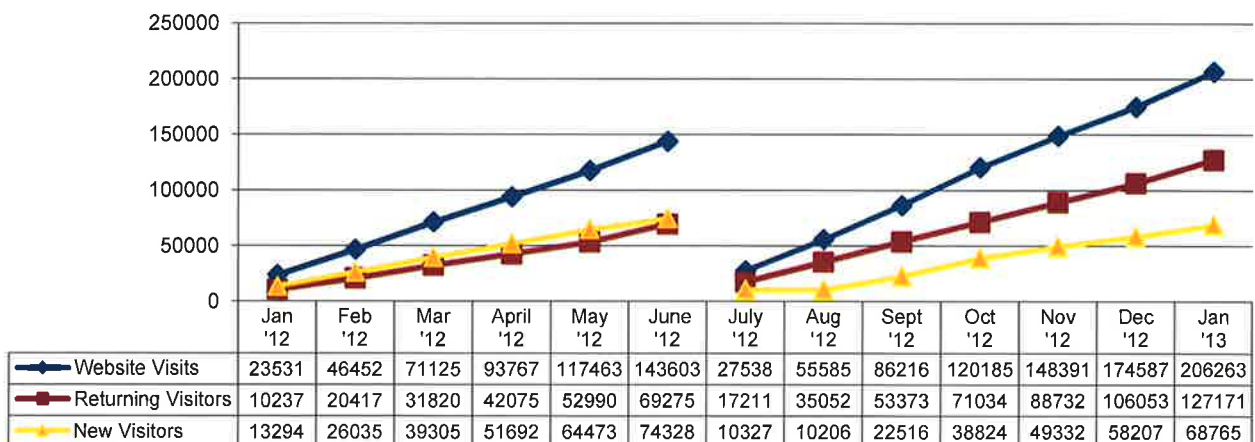
Library Website Visits - January



Library Website Visits - Monthly



Cummulative Library Website Visits - YTD



SANTA CLARITA PUBLIC LIBRARY STATISTICS

LIBRARY WEBSITE

In January 2013, visitors to the Santa Clarita Public Library website viewed a total of 62,062 website pages.

Visitors to santaclaritalibrary.com spent an average of 1.96 minutes visiting the City's Library website.

