



Milton Public Library

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USAGE STATISTICS

FY16 Highlights:

- 12,000+ eBook downloads
- 25,000+ total digital usage
- ~16,000 people attended Library programs
- 29.87 = average attendance per program
- 242,000+ people visited the Library
- 11,000+ questions were asked of librarians

CIRCULATION STATISTICS

Library usage has changed dramatically over the past several years. There has been a change in emphasis from usage of collections, to usage of spaces, services, and programming. Our Fiscal Year 16 statistics reflect this change.

OVERALL CIRCULATION

FY16 Circulation numbers reflects a number of trends currently going on in Milton and other communities. The first is that overall circulation has continued a gradual decline. After peaking during the recession, circulation numbers are coming back down to numbers reflective of where we were prior to the economic decline. Total circulation among all OCLN libraries was down three percent in FY16. Our circulation was down less than one percent. We were one of the few area libraries to slow the receding circulation numbers.

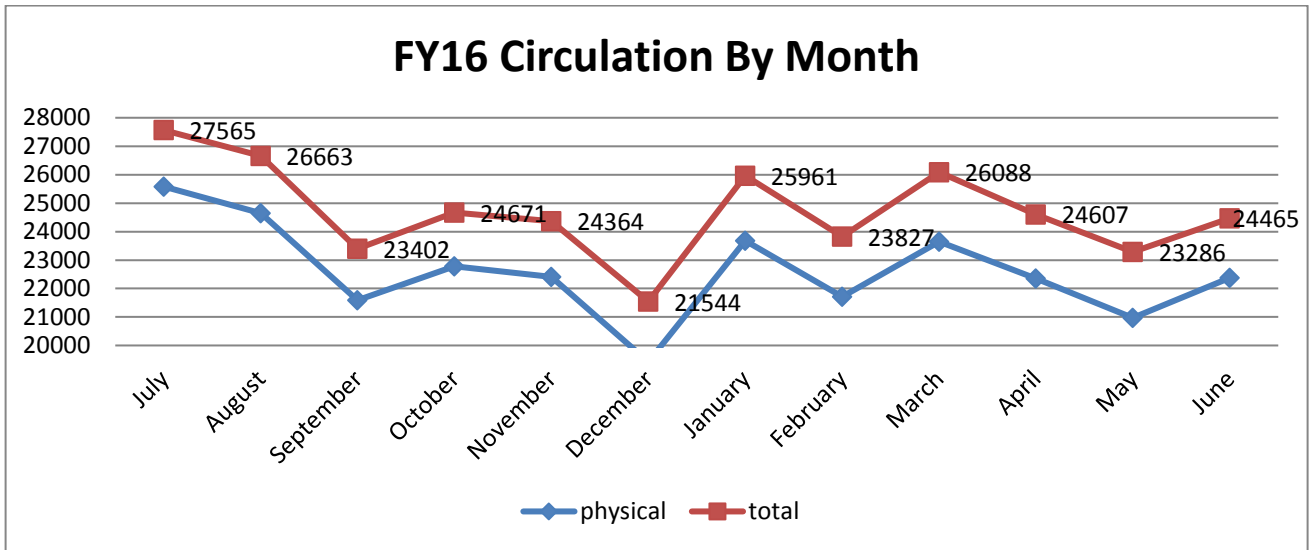
The chart below compares overall numbers for the past five fiscal years.

FY16 Total Circulation Statistics

	eContent				all digital	print	TOTAL	% Change from prior year	Digital as % of circulation
	music	audiobooks	eBooks	eMags					
FY16	7,316	3,852	12,184	1,916	25,268	271,175	296,443	---	8.52%
FY15	6,710	3,393	8,426	1,993	20,522	276,903	297,425	-5.7%	6.90%
FY14	7,608	2,160	6,605	2,467	18,840	296,579	315,419	-4.9%	5.97%
FY13	9,151	1,781	4,315		15,247	316,518	331,765	2.4%	4.60%
FY12	7,240	1,347	2,028		10,615	313,426	324,041		3.28%

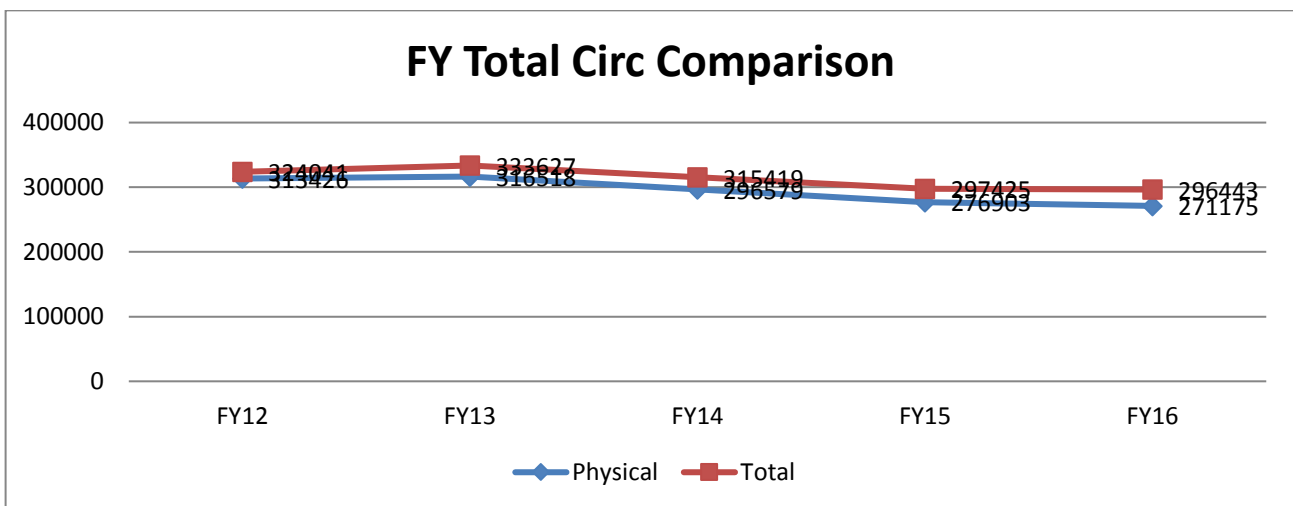
The graph below just gives you a sense of the ebbs and flows of a circulation year at the Library. You can see the peak months in the summer, and then a slow decline into December, before things perk back up again in January.

FY16 Circulation by Month



The next graph compares the number of physical circulation versus the overall circulation of materials from the Library over the past five years. This graph highlights a second trend, which is that libraries are seeing a greater decline in physical circulation as compared to overall circulation. This has been matched by a steady increase in the use of digital content. Over the past five years, digital content has gone from making up three percent of total circulation, to nine percent and climbing.

FY16 Physical Circulation vs. Total Circulation

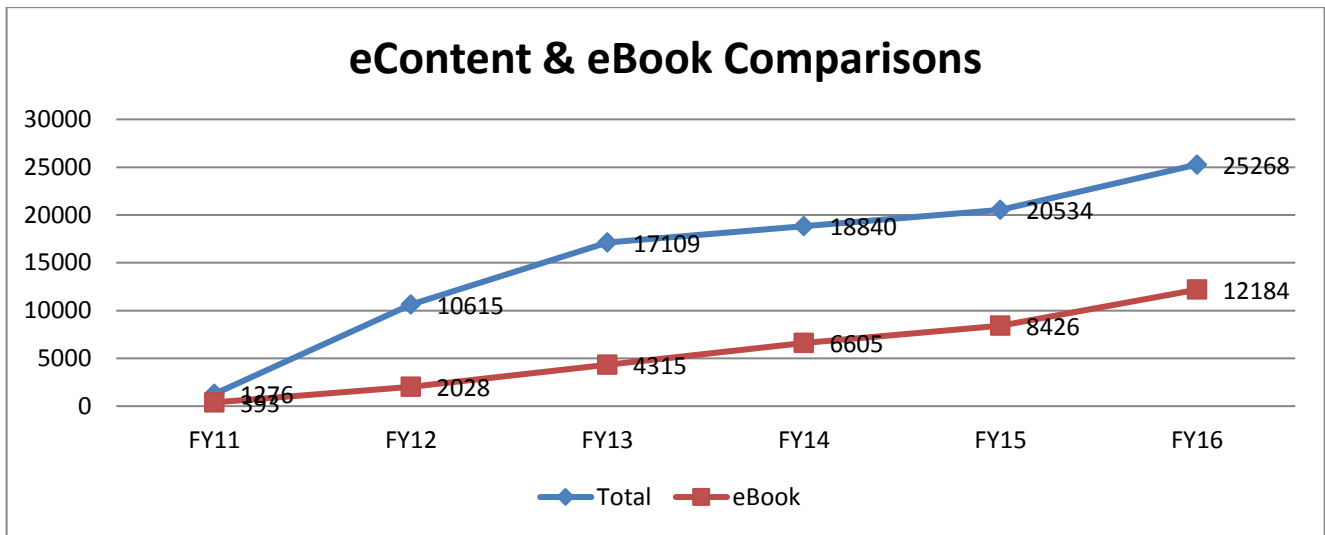


DIGITAL CIRCULATION

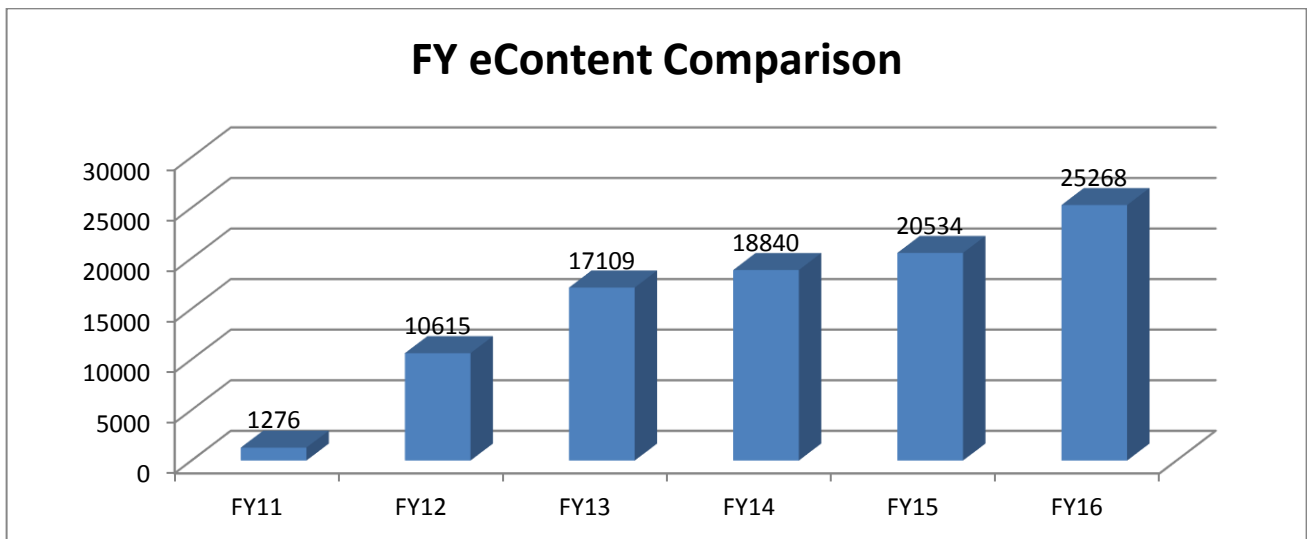
As mentioned earlier, digital circulation is where we have seen the most growth over the past several years. We have seen a 1880% increase in the number of items downloaded by library users in the past six years. This number is exaggerated because we were starting from such a small collection, but it is still significant. Digital downloads rose 23% as compared to FY15.

It is also important to point out that eBooks make up the majority of all digital usage. In FY16, eBooks constituted 48% of all digital usage. The Library also offers audiobooks, music, magazines and a limited number of streaming videos. eBook usage increased 45% as compared to FY15. I expect this number to continue to rise in FY17.

FY16 eContent & eBook Comparisons



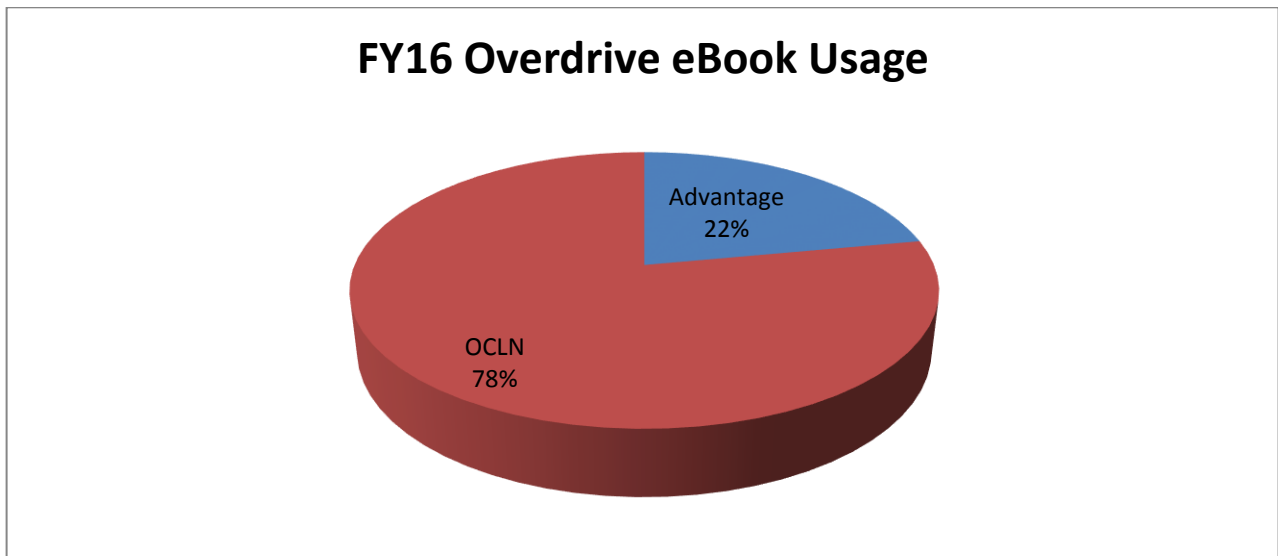
FY16 Digital Usage Comparison



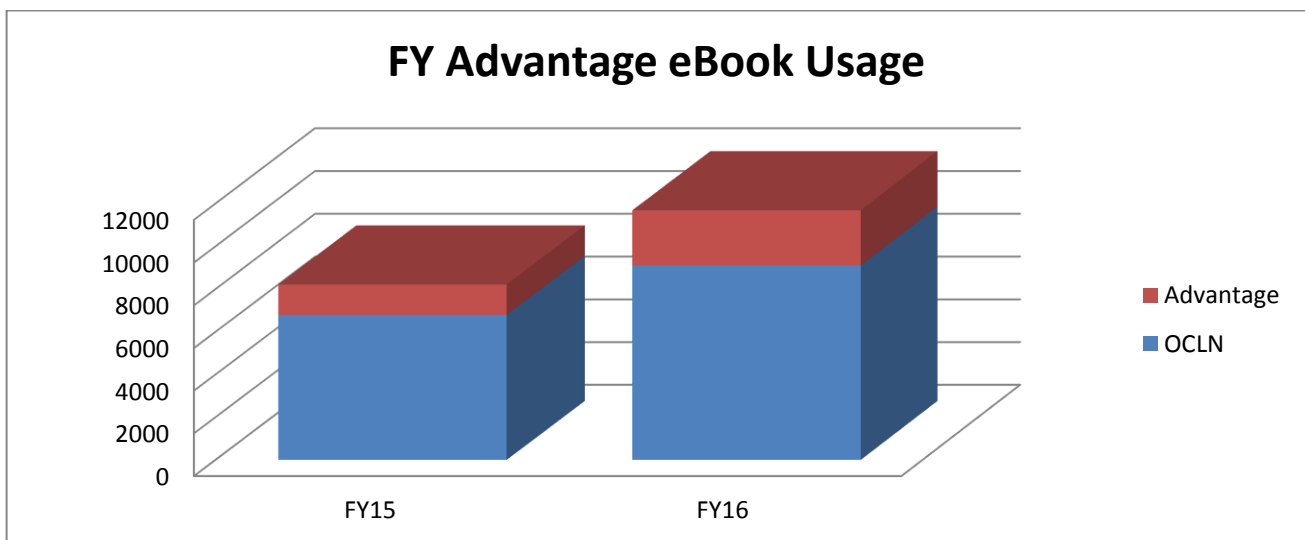
One method the Library has used to increase our eBook usage has been through the Overdrive Advantage program. This service allows us to purchase eBook titles for use specifically for Milton users. These titles are in

addition to those available through the OCLN shared collection. In FY16, better than twenty percent of all eBook usage was from the Advantage collection.

FY16 eBook Usage vs. Overdrive Advantage



FY16 Advantage Usage vs. FY15 Usage



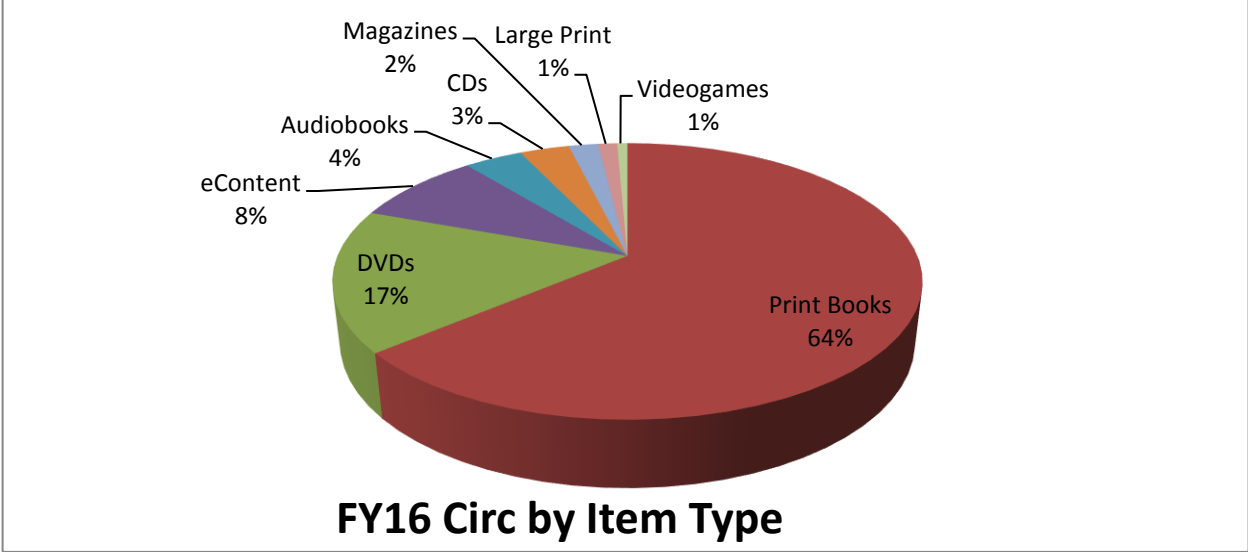
The future definitely includes more digital content. In FY17, the Library will work to increase our digital collections and will start by rolling out Hoopla, a new service that offers streaming videos, music, eBooks and audiobooks. We will also continue to boost our Overdrive eBook collection, using patron driven collection development.

CIRCULATION DEMOGRAPHICS

The charts below offer different looks at our FY16 circulation. The first is a breakdown of how the different collections of the Library circulated. Print books continue to constitute the largest proportion of our overall

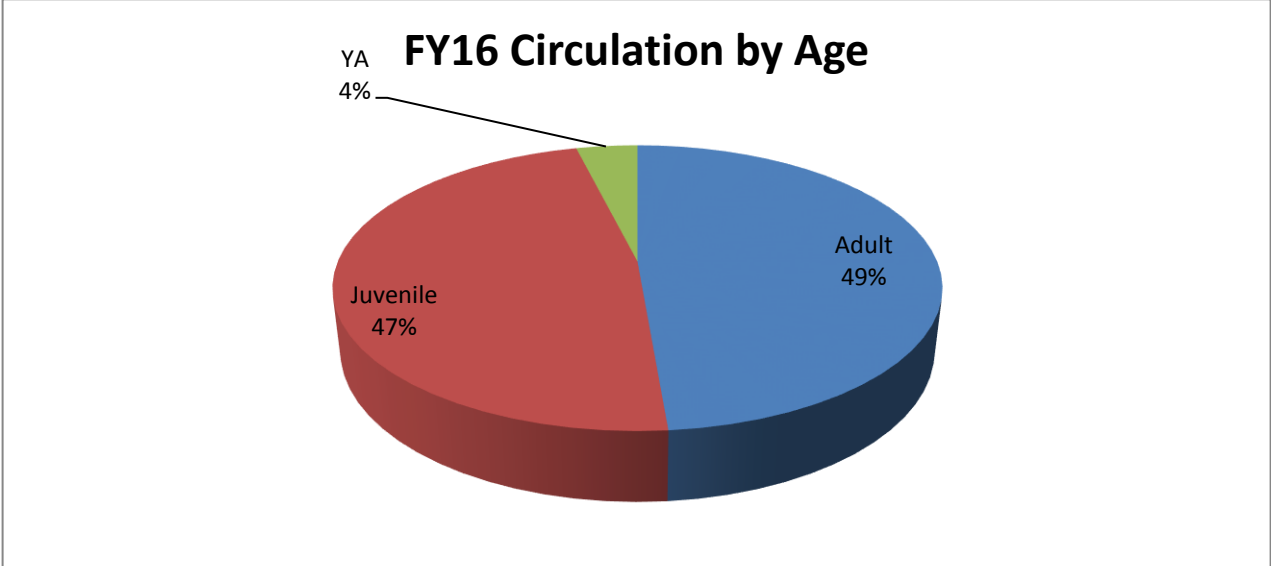
circulation, with approximately two out of three transactions being a print book. After this, DVDs and eContent continue to be the next largest percentage. Of note this year is the fact that traditional audio-visual media is beginning to decline, while digital and streaming media is growing. We have seen a decline in the percentages for DVDs, CDs and audiobooks, matched by a large jump in eContent.

FY16 Circulation by Part of the Collection



Another perspective is to look at circulation by age groups. The Library generally looks at three audiences, Adults, Young Adults and Children/Juvenile. There is almost a fifty-fifty split between adult and child usage of our collections. The FY16 numbers are very similar to FY15, with a small increase in the children’s percentage and a small decline in adult materials. This statistic shows that we have strong collection usage across both age groups. The Young Adult collection is considerably smaller than the others, and teens tend to browse our collections more. The Young Adult population tends to use the Library as a study space, recreational space, and programming space more than it uses our collections.

FY16 Circulation by Age Categories



TURNOVER RATES

The turnover rate is defined as the number of materials circulated divided by the size of the collection. This is a good formula for judging the use of our collection, as it illustrates how many times on average each item in the collection was used in the past year. The following statistics just concern our physical collections.

According to ALA statistics, libraries in our population category have an average turnover rate of 1.49. The turnover rate for our entire physical collection for FY16 was 2.14. This is considerably better than the national average, and reflects that we have a strong collection.

Looking a little deeper at the numbers, we can see that it is the newer items that drive our circulation. Items considered 'NEW' had a turnover rate of 12.28; which translates into one check out per month. We also saw that our multimedia collections continued to have larger turnover rates than print books. The fact that libraries often keep a large inventory of older nonfiction materials directly affects the turnover rates for print collections. For instance, older nonfiction titles have a turnover rate around 0.40, while new fiction is 17.00. We need to find the balance between keeping an historical collection and keeping a collection that serves the current needs of the community. We have seen improvement as reflected in the turnover rates for newer items. Improving 'new stock' and weeding the old will create a more efficient collection

Top 10 Categories

Location Name	Turnover
NEW BOOKS	21.54
NEW DVDS	19.17
NEW FICTION	17.10
NEW LARGE PRINT	14.01
J NEW BOOKS	13.45
NEW BOOKS ON CD	10.52
BOOKS ON CD	9.31
J BOARDBOOKS	8.85
J DVDS	7.99
J EASY READER	7.89

Other notable observations:

- Turnover rate by type of material
 - DVDs = 4.91
 - Audiobooks = 3.52
 - Music CDs = 1.72
 - Print books = 1.97
 - Magazines = 0.57 (primarily a browsing collection)
- Turnover rate by age group
 - Childrens = 3.41
 - Teens = 1.76
 - Adult = 1.55
- Items considered NEW had a turnover rate of 12.28

OTHER USAGE STATISTICS

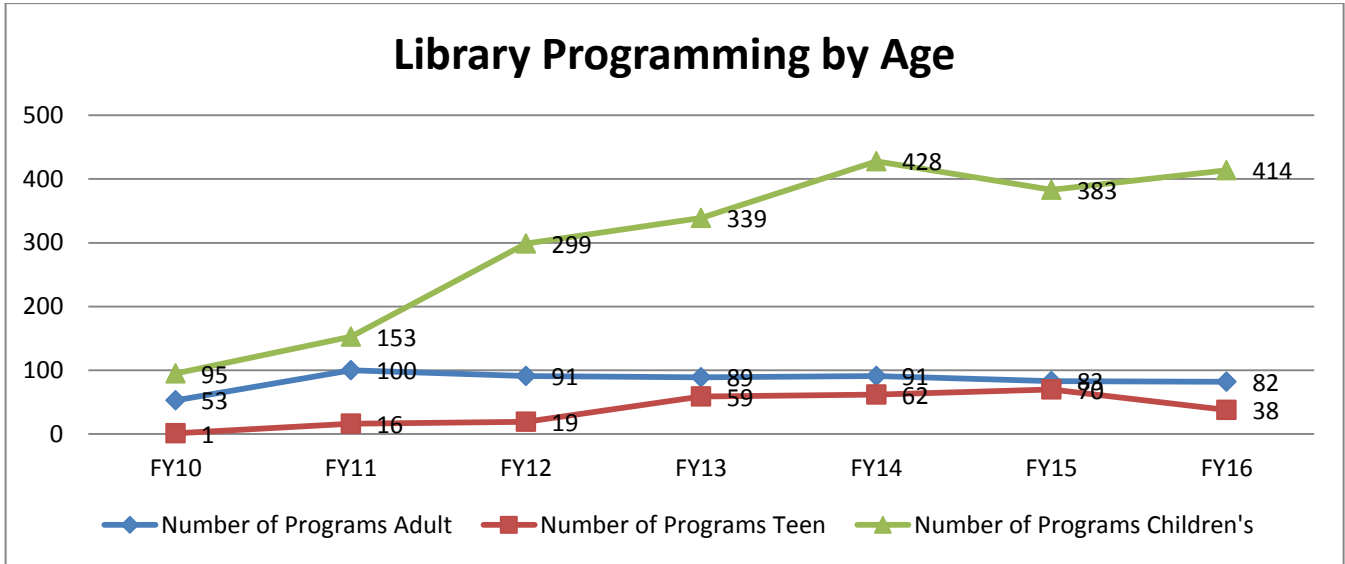
PROGRAMMING

Programming is where the Library continues to see growth in usage. This is despite that fact that our staffing has remained stagnant. More and more people are coming to the Library to do something, to meet people, to interact. People of all ages are attending our programs, alone, with someone, or as a family.

During FY16, the Library made a concerted effort to make programming more efficient. We are not able to increase the amount of programming without increasing our staffing. Instead, we focused on increasing the attendance at the programs we are already able to offer. We also concentrated on offering more of the programs that are in demand, replacing less well attended events.

This first graph shows the number of programs the Library has offered broken down by age group. There are clearly more children’s programs than any other age group. We have multiple programs a day, all year long. Much of children’s programming is focused on Early Literacy and getting children ready to start school.

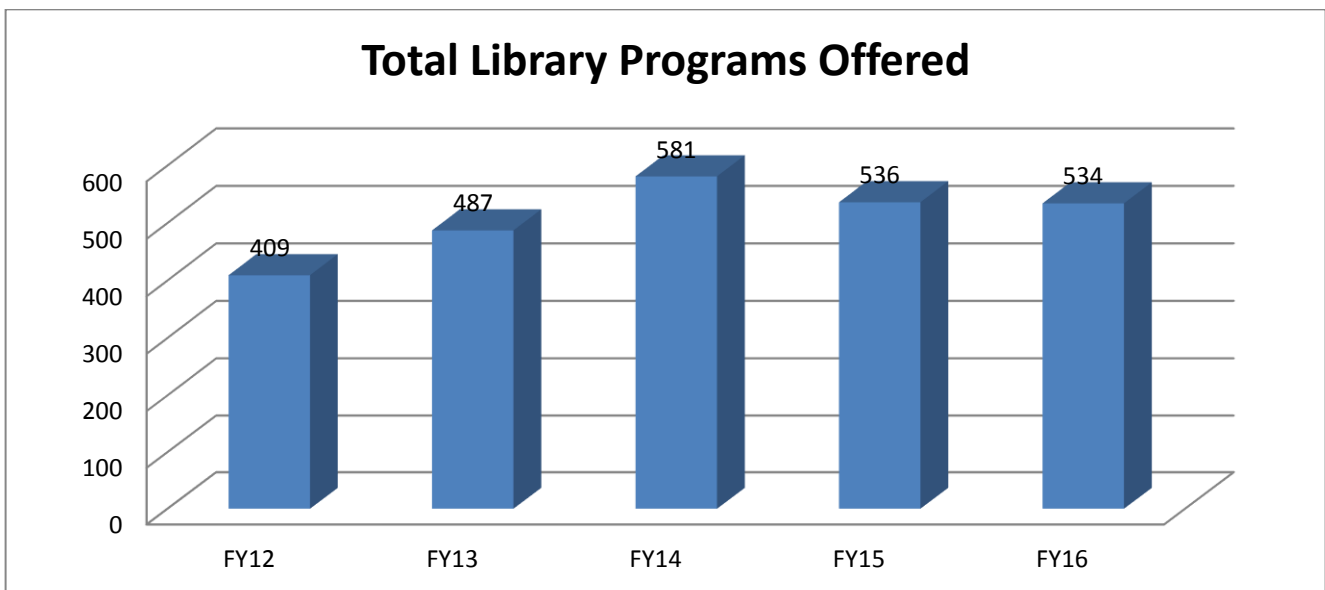
FY16 Number of Programs Comparison by Age



This next chart shows a comparison of the total number of programs offered by the Library over the past several years. You will see that the total number offered has declined each of the past two years. The initial drop from FY14 to FY15 was the result of the Library beginning to focus on programs that are working, and eliminating older programs. At that time, we also began to make an effort to better balance staff time spent on programs with time spent with direct service to our users.

There was only a very small decline in programs from last year.

FY16 Total Programs Comparison

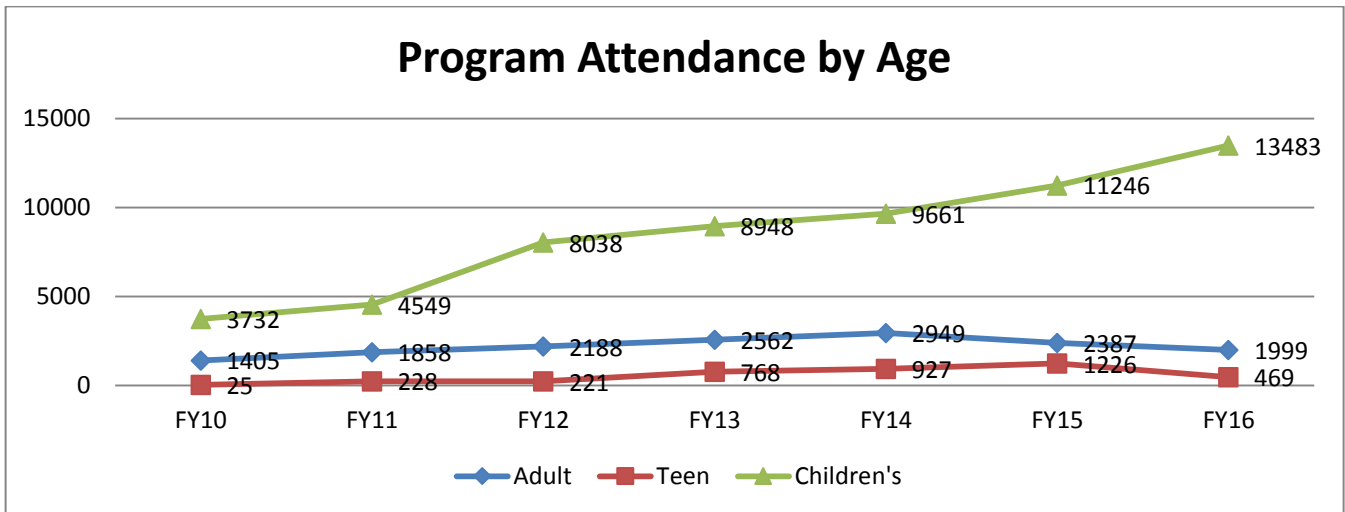


This chart tracks attendance at Library programs by age group. Just as there were significantly more children’s programs, significantly more people attended those programs. We have seen a constant growth in children’s programming. We will continue to have waiting lists and unmet demand until we are able to properly support program staffing.

There was a decline in Teen attendance. This is due to the fact that we were without a teen librarian for part of the fiscal year.

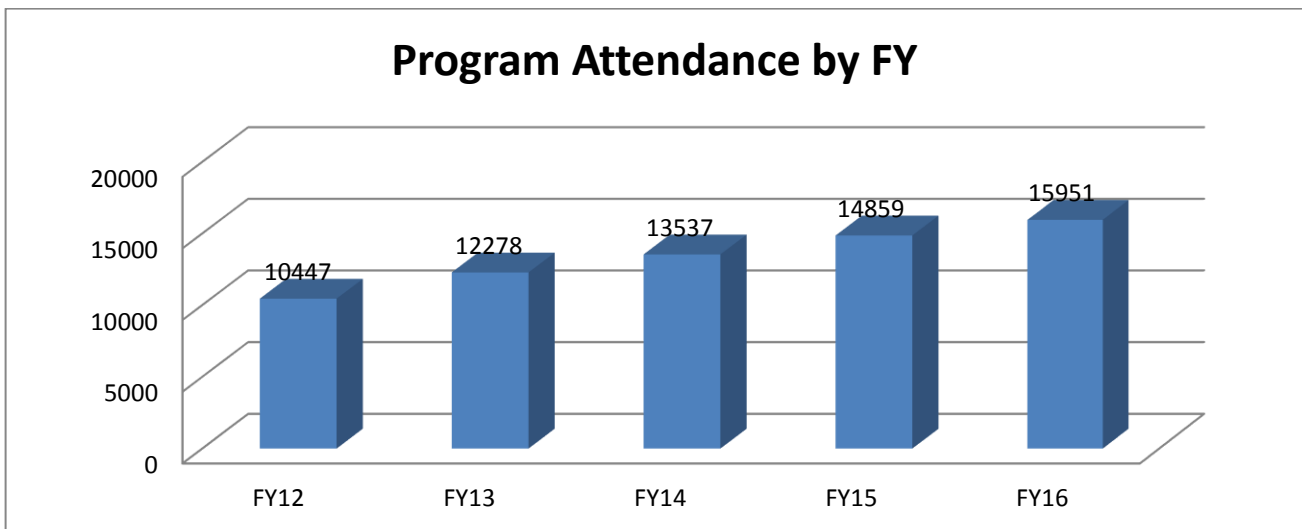
Adult programming attendance dipped a little from FY15. Part of this is due to the fact that we had two Milton Reads events in FY15 and only one in FY16.

FY16 Program Attendance by Age



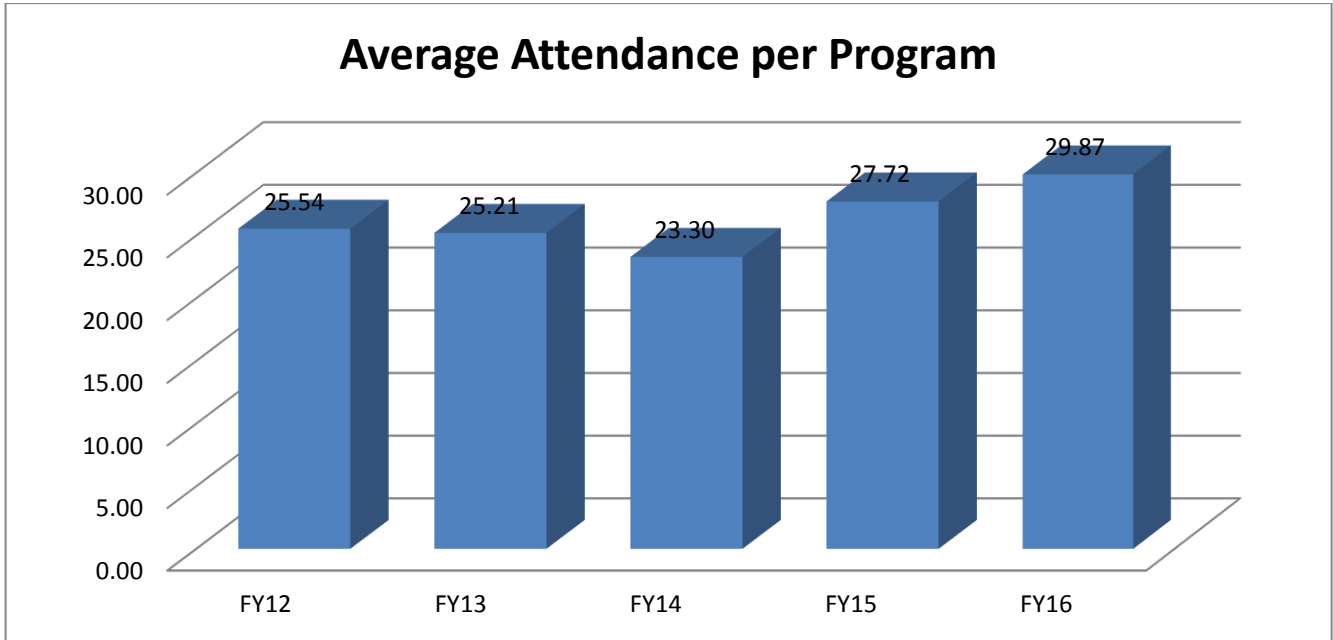
Despite offering less programs in FY16, we saw a seven percent increase in program attendance. Almost 16,000 people attended Library programs throughout the year. Looking back five years, attendance is up 53% over FY12.

FY16 Total Program Attendance



This is one of the more important charts. It illustrates that we have been successful in increasing the average program attendance. Since we initiated this effort at the end of FY14, we have risen from an average of 23.30 to 29.87 people per program. We are filling our rooms and that is great.

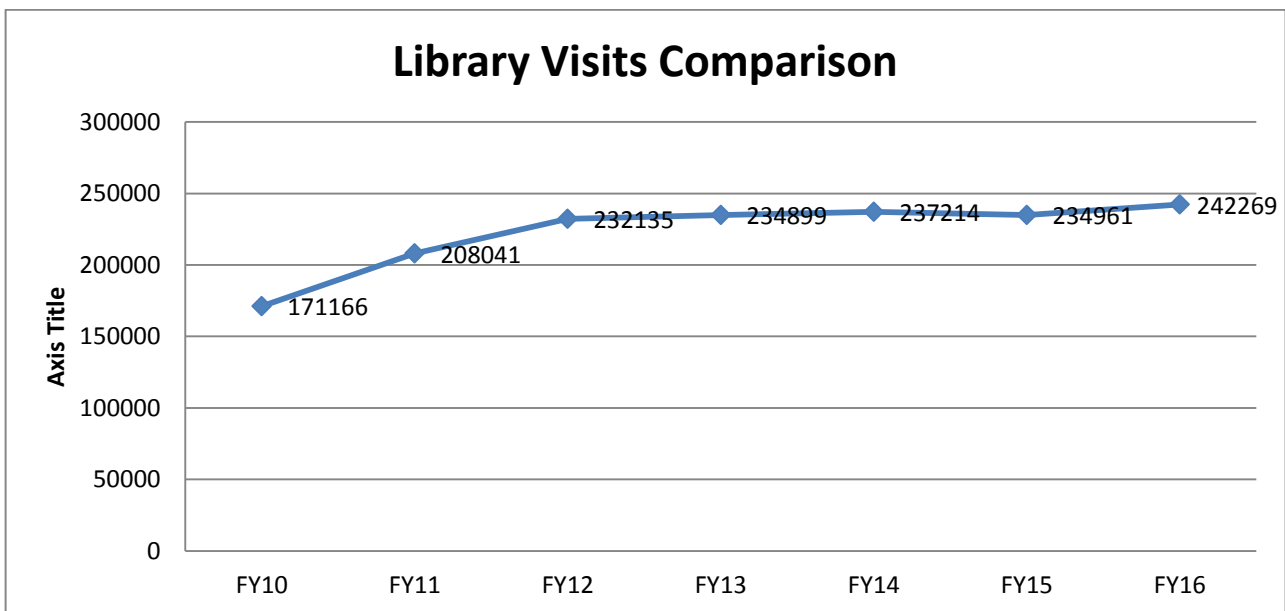
FY16 Average Program Attendance



LIBRARY VISITS

Another measure of library usage is how many people visit the Library. This statistic doesn't track how people are using the Library, just that they come through our doors. You can see from this chart that the number of annual visits has increased each year since the Library reopened.

FY16 Library Visits Comparison

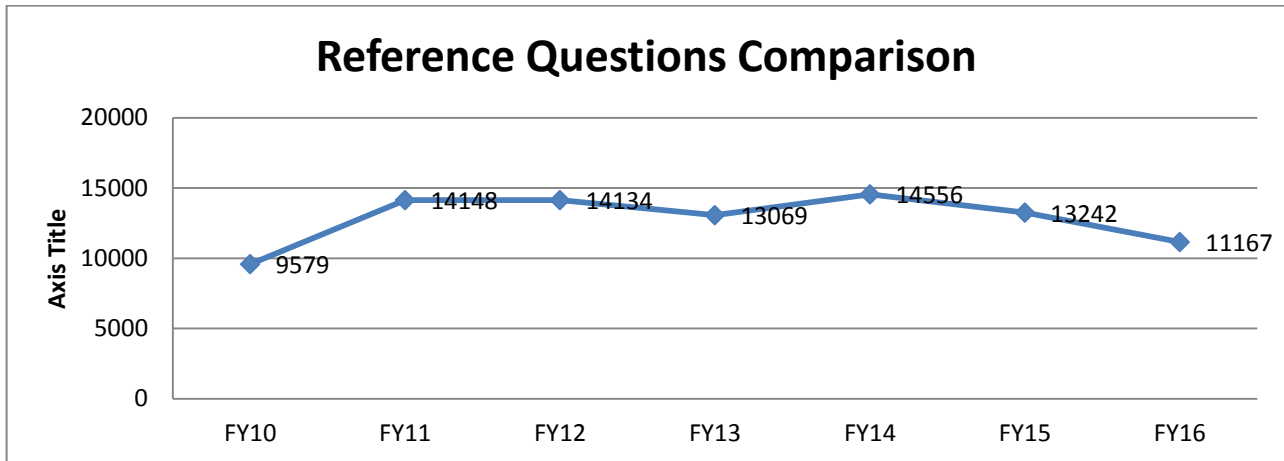


REFERENCE SERVICES

Reference services have changed over recent years to meet the changing demands of our users. We are seeing many more technical and IT related questions than in the past. The librarians still see requests for local history information on a regular basis, and this is a service that is unique to libraries.

The number of questions asked at the desk has declined, but the questions being asked are more complex and time consuming. We have an informal way of tracking the length and complexity of questions, but it is not completely accurate.

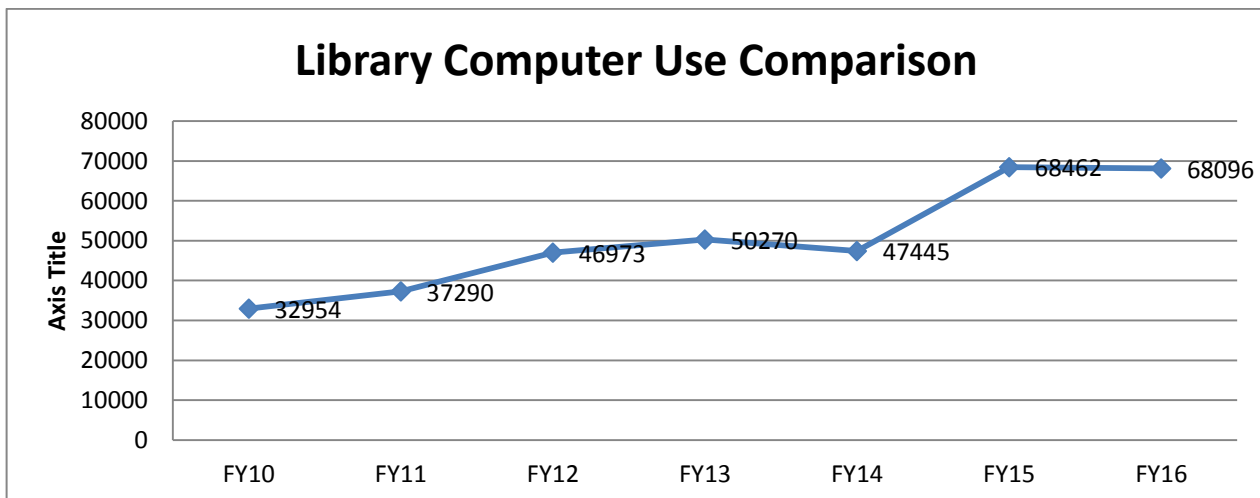
FY16 Reference Questions Comparison



PUBLIC INTERNET COMPUTERS

The Library continues to offer public computers in the adult, teen and children's rooms of the building. In addition, the Library offers free WiFi, with access points available throughout the building.

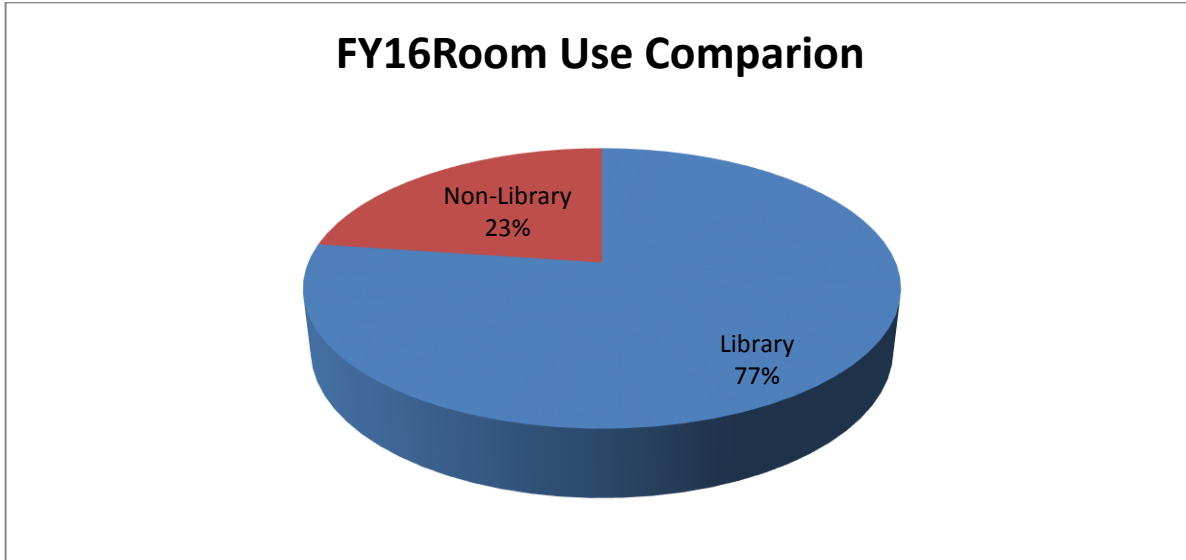
We saw a small decline in the usage of the public computers during FY16. This decline was balanced out by an increase in the use of our WiFi network. Overall, we did see a small decline in computer usage at the Library. One cause of this decline could be that the Library suffered a number of computer network issues during the year that affected patron access.



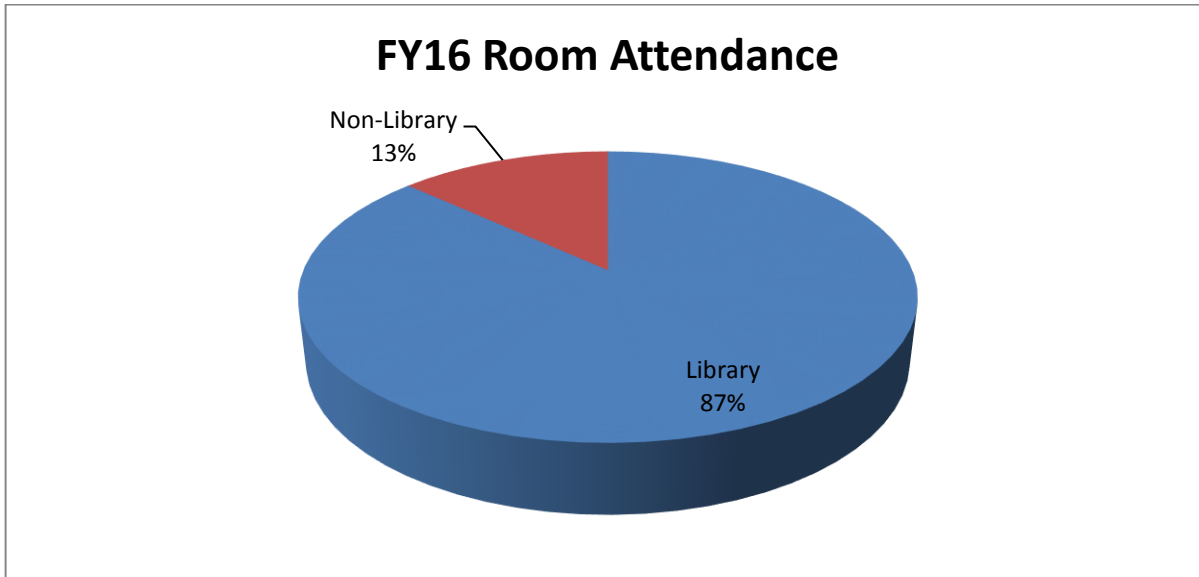
MEETING ROOM USE

Another measure of a healthy library is how often our rooms are used. Our meeting spaces were used a total of 938 times during FY16. This is a combination of both Library usage, and outside groups. Rooms were booked more than 200 times by community groups and committees. The charts below show the relationship between Library usage and community group usage of the rooms.

FY16 Room Bookings



FY16 Room Attendance



MUSEUM PASSES

The Friends of the Library provide discounted passes to local museums and points of interest. The passes are limited to one use per day, per organization. During FY16 more than 1,300 passes were used by our patrons.

This was approximately a ten percent increase over FY15. Pass usage dipped during FY15, and the Library and the Friends concentrated on publicizing the available passes more during FY16.

FY16 Museum Pass Usage

