



MANAGEMENT REPORT

Date: June 17, 2020
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VanDocs#: DOC/2020/146471
Meeting Date: June 24, 2020
TO: Library Board
FROM: Kurt Heinrich, Chair, Community Relations, Planning & Development Committee
SUBJECT: **VPL Annual Statistics 2019**

SUMMARY

This report provides the 2019 Annual Statistics.

PURPOSE

This report is for information.

RECOMMENDATION

THAT the Board receive the report for information.

BACKGROUND

VPL produced an operating report containing annual statistics and commentary for many years. In 2019, staff moved to a simplified report containing Annual Statistics, with commentary provided in an annual At a Glance report, and analysis on trends provided to the Board through quarterly reporting and in trend analysis for strategic planning. A separate internal business analysis is normally prepared for operational planning.

DISCUSSION

The 2019 Annual Statistics report is attached.



Vancouver Public Library

VANCOUVER PUBLIC LIBRARY
ANNUAL STATISTICS 2019

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2019 Yearly Statistics – Summary

	2018	2019	% difference 2018-2019
Active Library Cardholders ¹	269,626	272,430	1.0%
Foot Traffic	6,438,486	6,366,330	-1.1%
Collection Use ²	9,881,521	9,740,384	-1.4%
Physical Circulation	7,421,275	7,158,787	-3.5%
Digital Circulation	2,460,246	2,581,597	4.9%
Total Program Sessions ³	8,884	8,564	-3.6%
Adult Program Sessions	2,479	2,288	-7.7%
Children's Program Sessions	5,810	5,765	-0.8%
Teen Program Sessions	595	511	-14.1%
Total Program Attendance	245,307	247,774	1.0%
Adult Attendance	40,262	41,427	2.9%
Children's Attendance	196,073	196,978	0.5%
Teen Attendance	8,972	9,369	4.4%
Internet Hours (VPL Workstations)	909,127	892,379	-1.8%
WiFi Sessions	997,831	960,801	-3.7%
Digital Visits ⁴	6,932,390	7,448,008	7.4%
Reference Questions ⁵	715,347	677,421	-5.3%

1 Active Library Cardholders includes patrons who borrowed physical materials, used our digital collections, and/or used our technology services within the past 12 months.

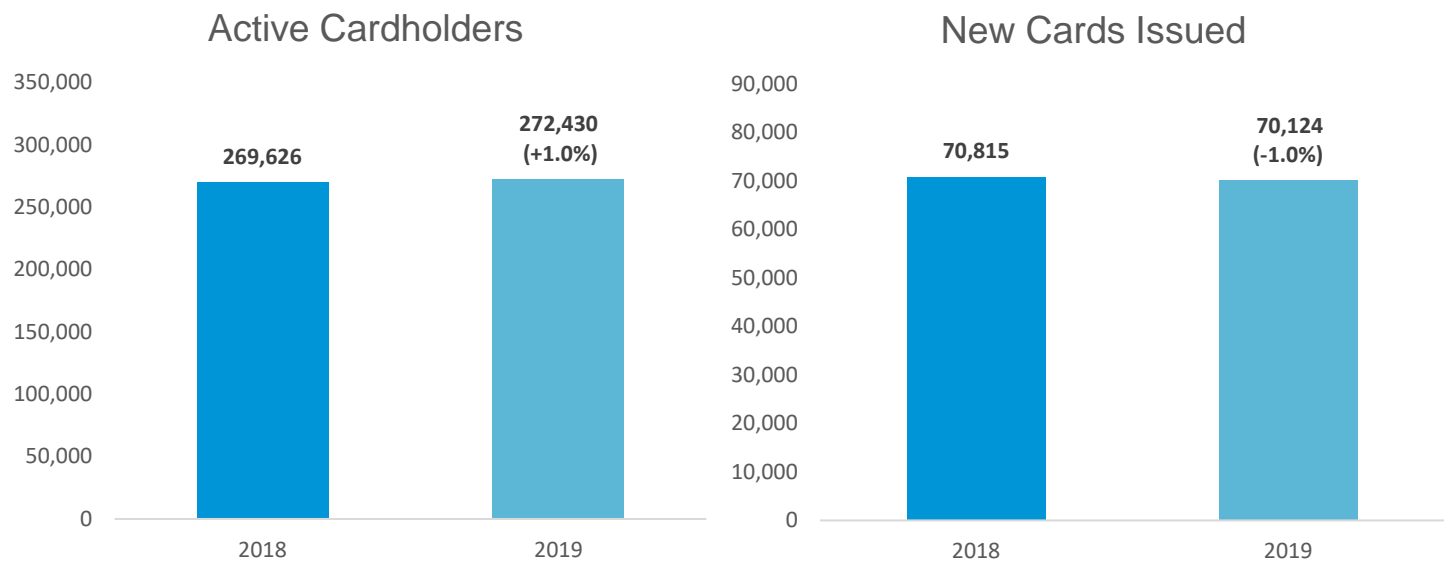
2 Collection Use includes physical circulation and digital use and does not include renewals.

3 Program Sessions refers to the number of times classes, events, and workshops were offered by VPL.

4 Digital Visits reflects the sum of website and app sessions.

5 Reference Questions includes reference and specific-item questions only; excludes directional.

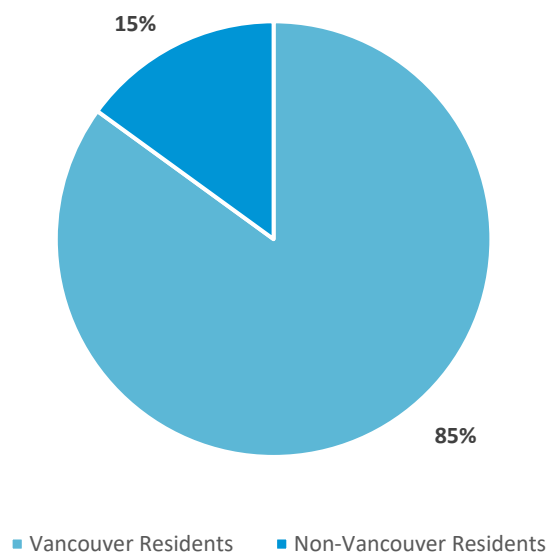
People and Places



Active cardholders includes patrons who borrowed physical materials, used our digital collections, and/or used our technology services within the past 12 months.

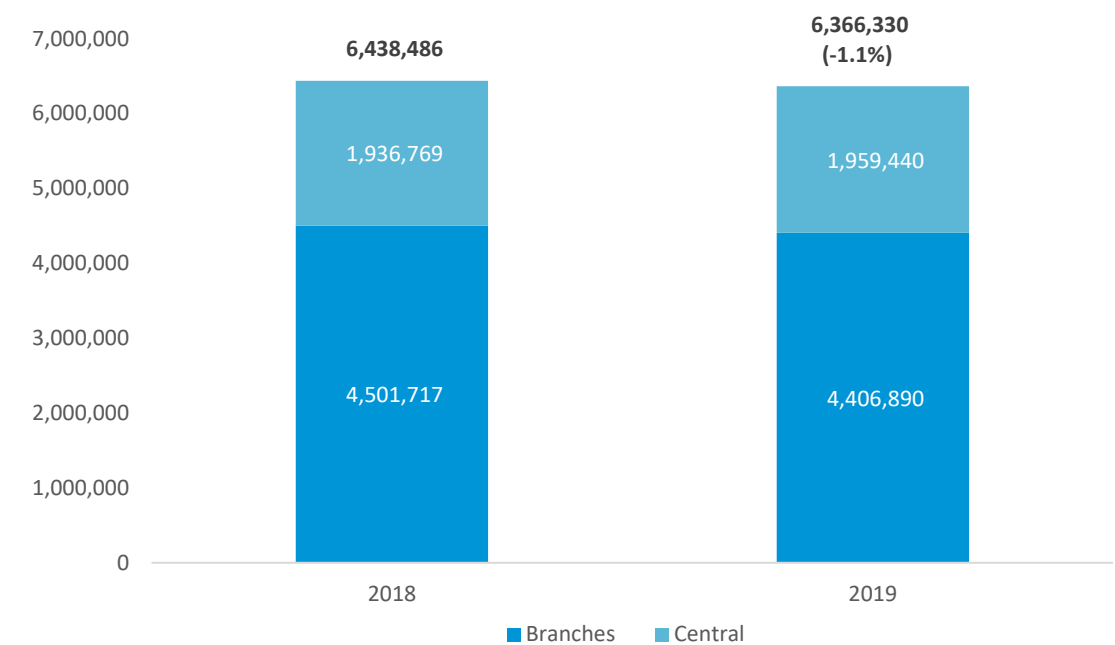
Note: In 2019, 101,686 cardholders (37% of total active cardholders) used the library's computers, free WiFi or digital collections, but did not borrow physical materials.

Active Physical Borrowers by Residence

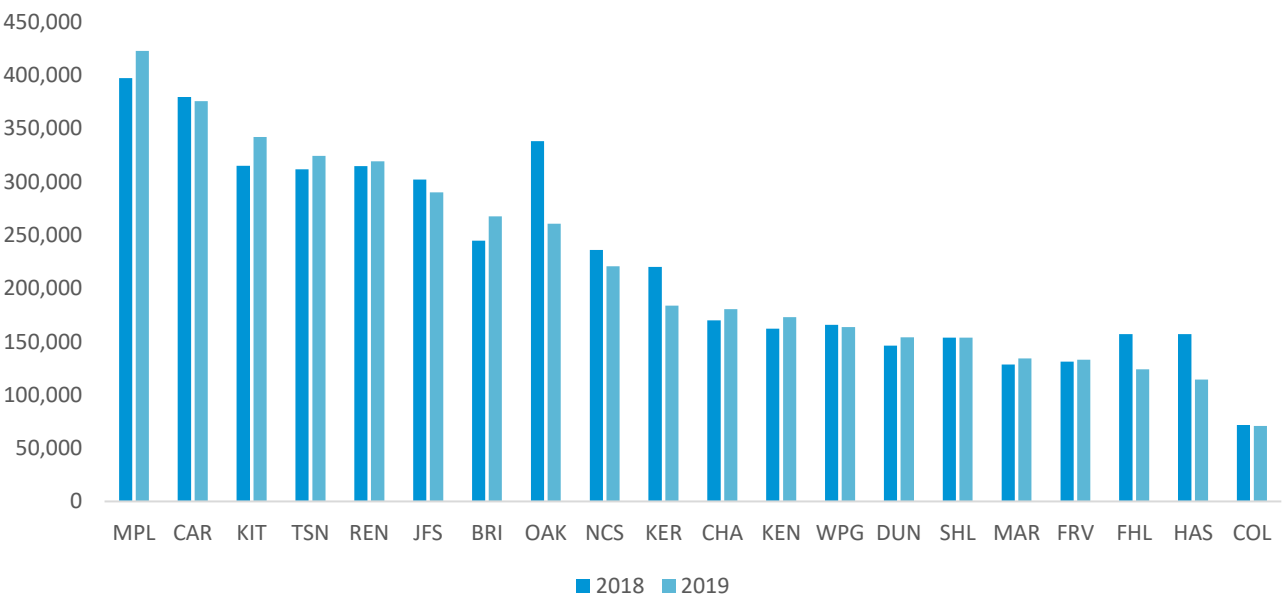


Public Space Visits

Total Foot Traffic



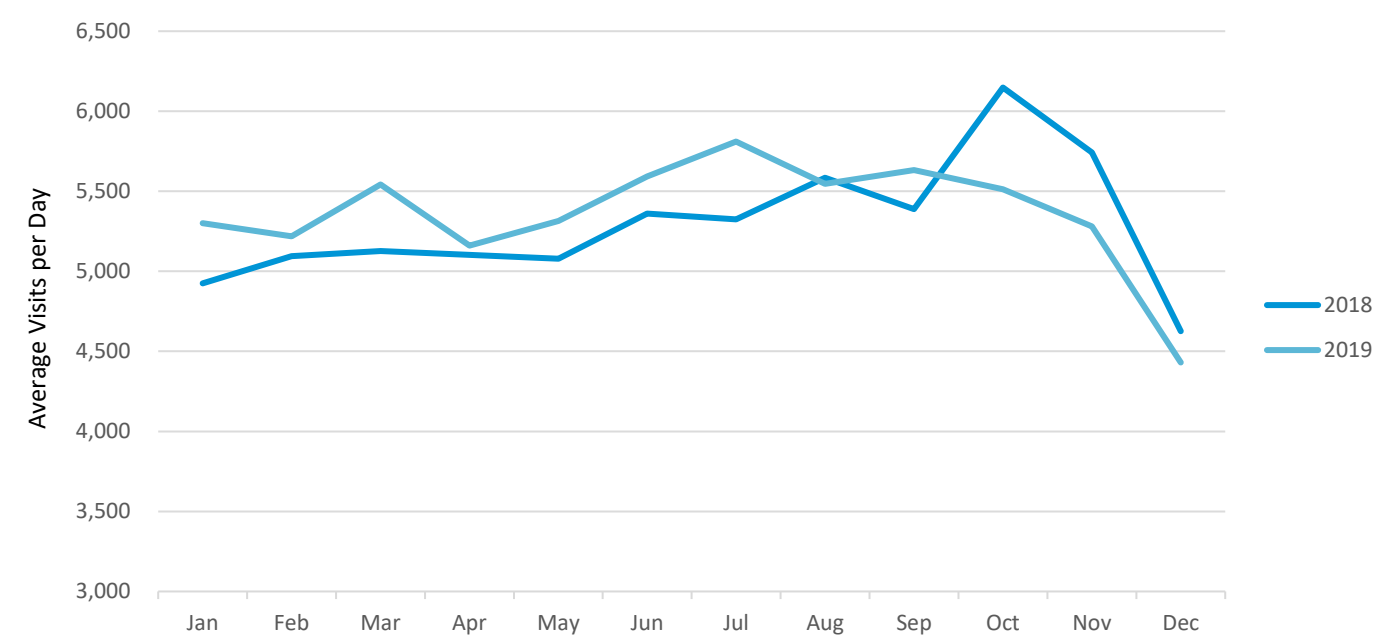
Foot Traffic by Branch



2019 Foot Traffic was negatively affected by Oakridge Branch relocation and temporary closures at Kerrisdale, Firehall and Hastings branches.

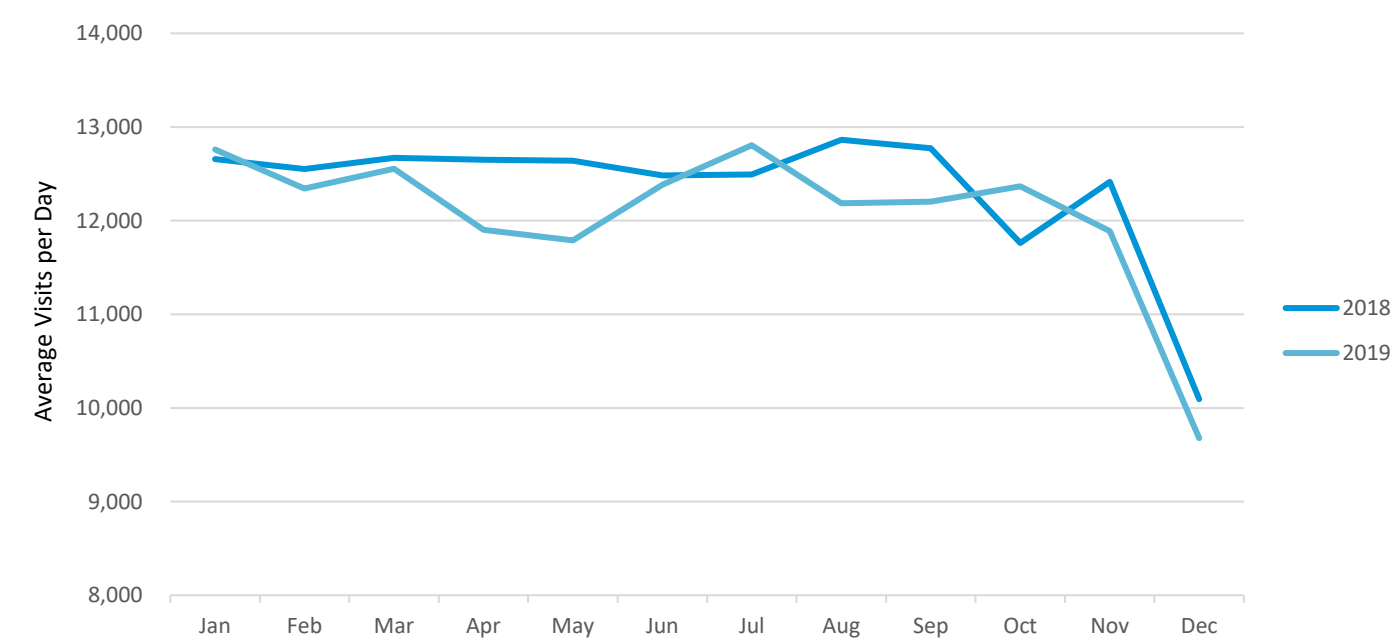
Seasonality of Visitation

Monthly Visitation: Central



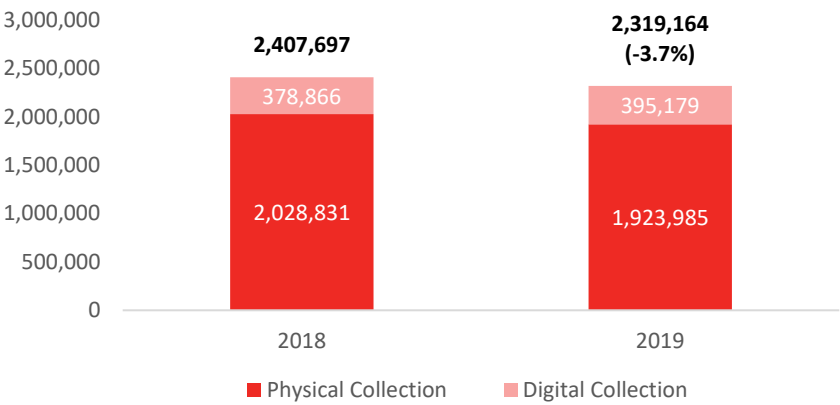
Major increase in 2018 visits was due to the opening of Central Library's levels 8 and 9.

Monthly Visitation: Branches

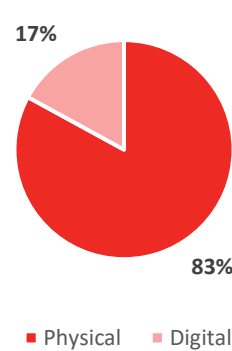


Collections and Resources

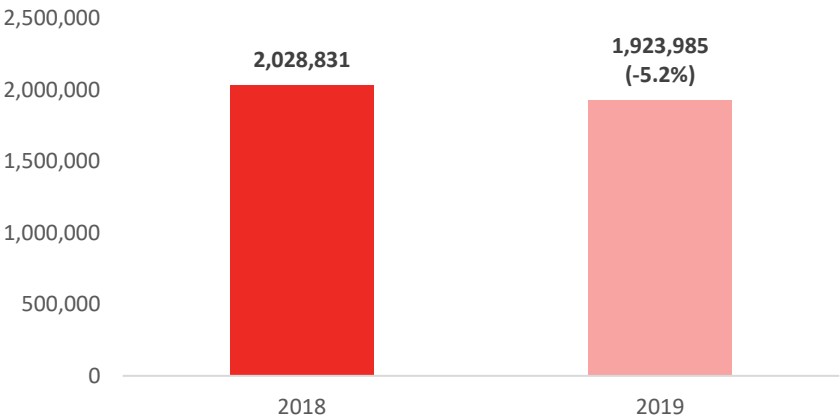
Total Collection (# of items)



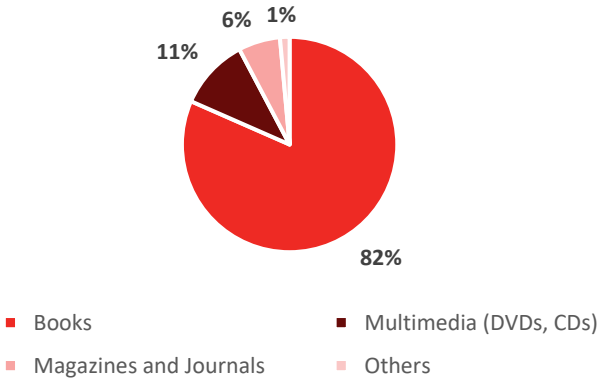
Total Collection 2019



Physical Collection (# of items)

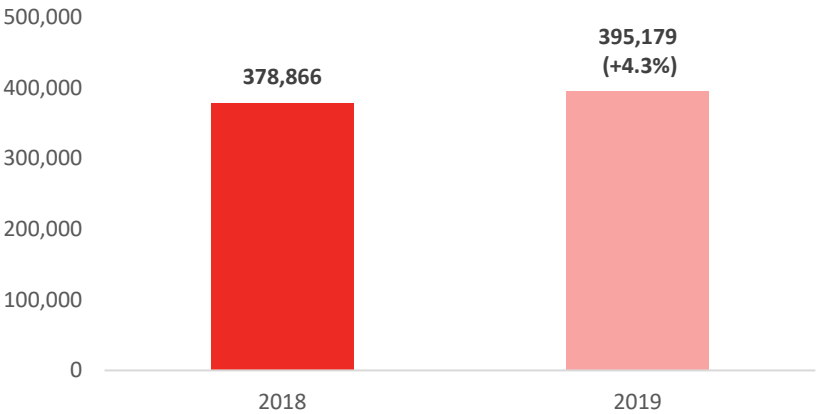


2019 Physical Collection (items by type)

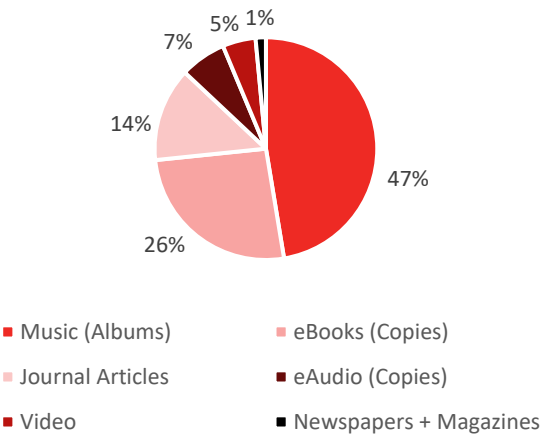


Note: 153,012 print books were added to the collection in 2019.

Digital Collection (# of items)

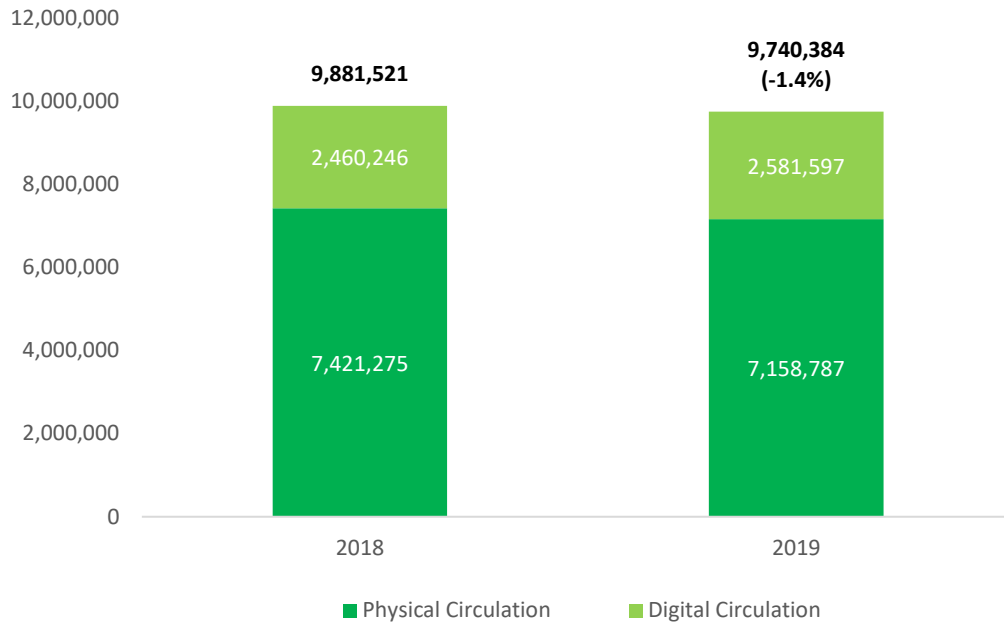


2019 Digital Collection (items by type)

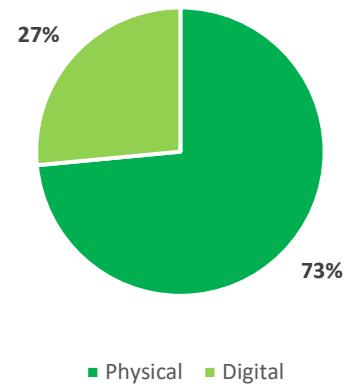


Collection Use

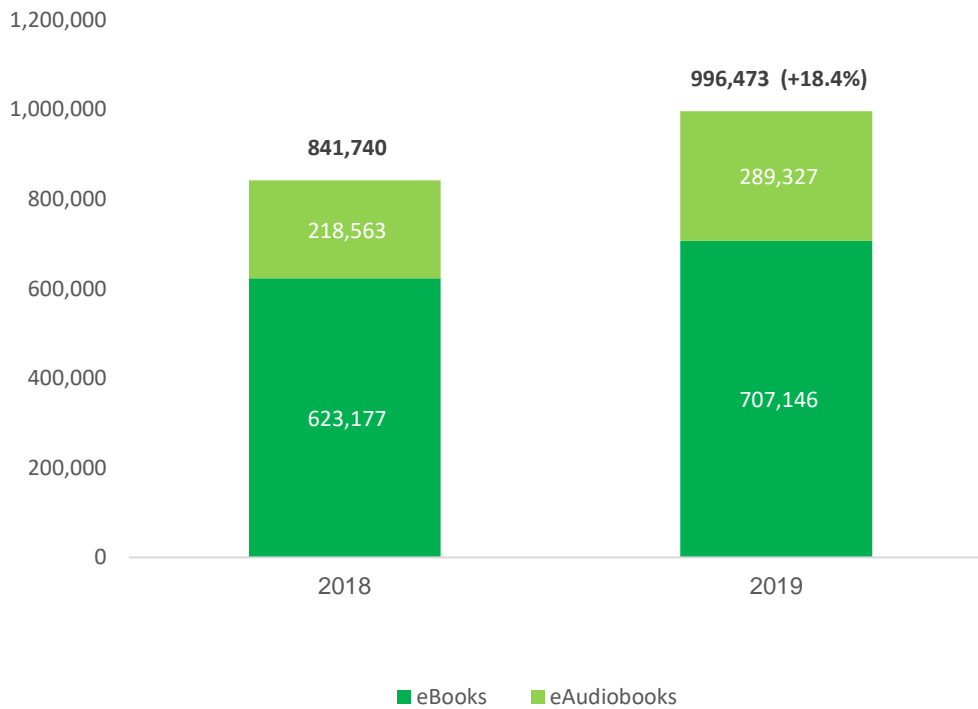
Collection Use



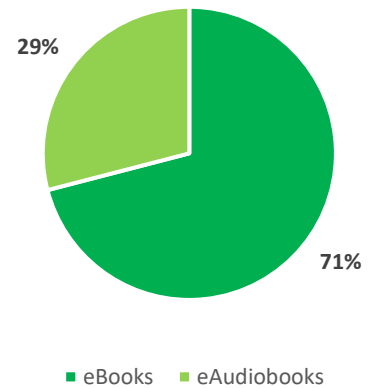
Collection Use - 2019

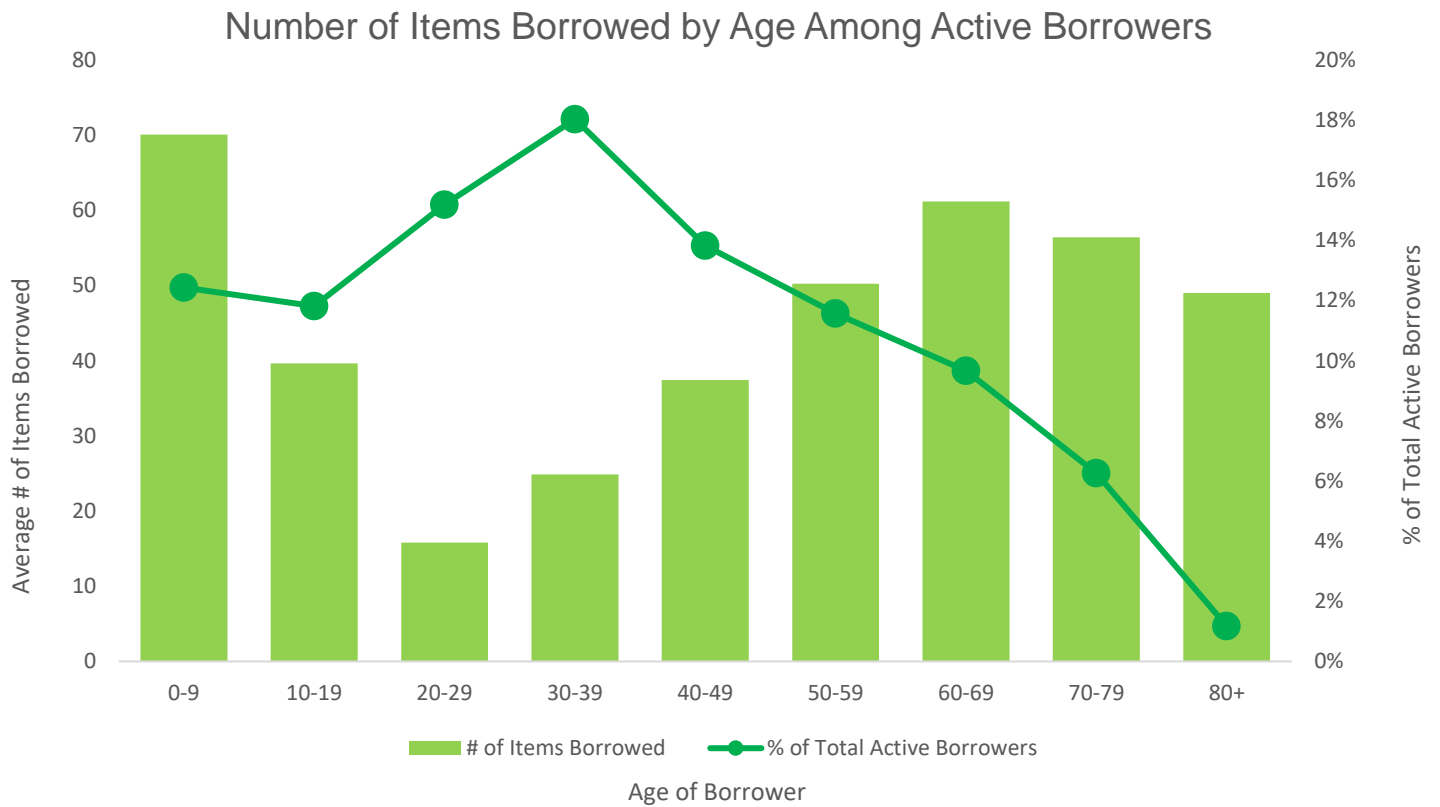


eBook and eAudio Circulation



eBook and eAudio Circulation - 2019

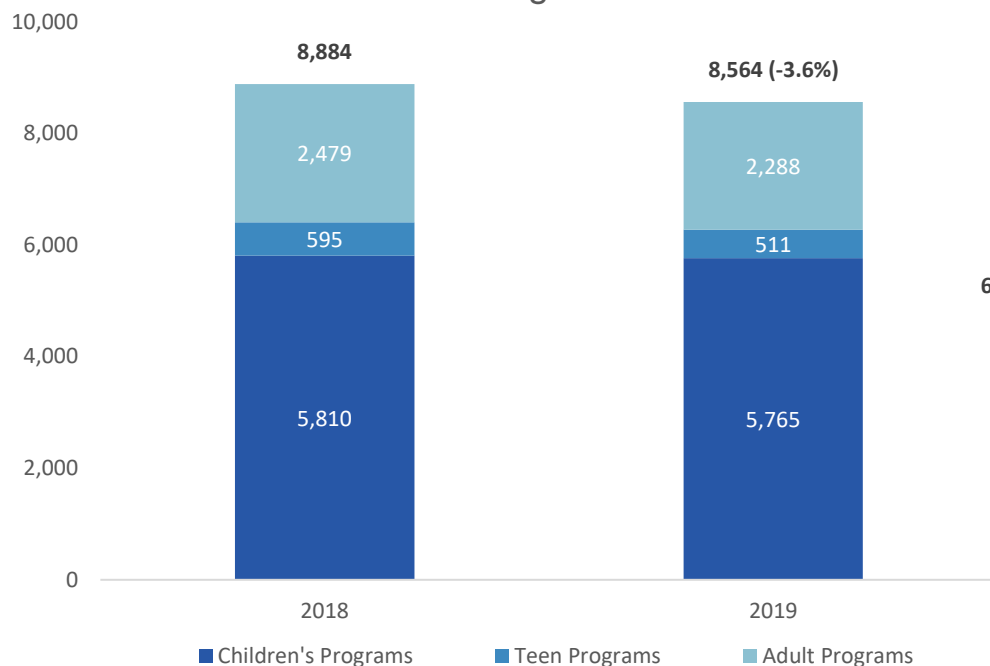




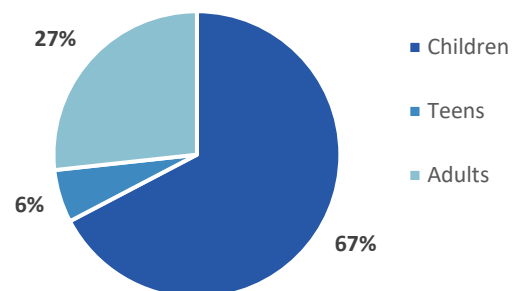
Children under 10 years of age borrowed the most physical material on a per capita basis (at 70 items per person per year), and they represented 12% of total active borrowers in 2019. At 18%, 30 - 39-year olds make up the largest group of active borrowers, while they borrow, on average, only 25 items per year.

Programming & Learning

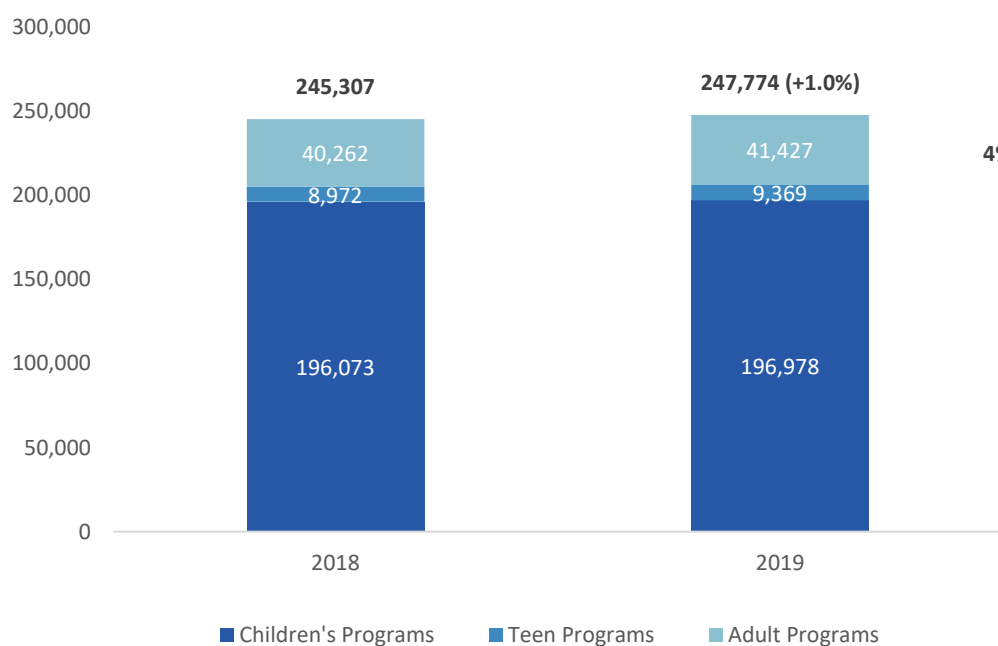
Total Number of Program Sessions



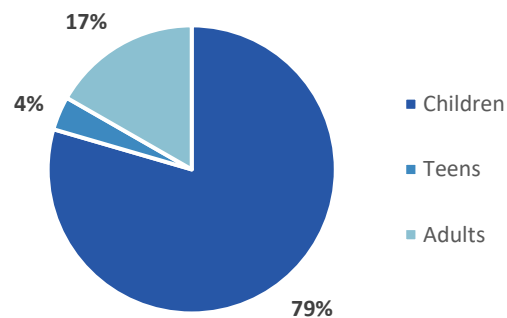
Number of Program Sessions - 2019



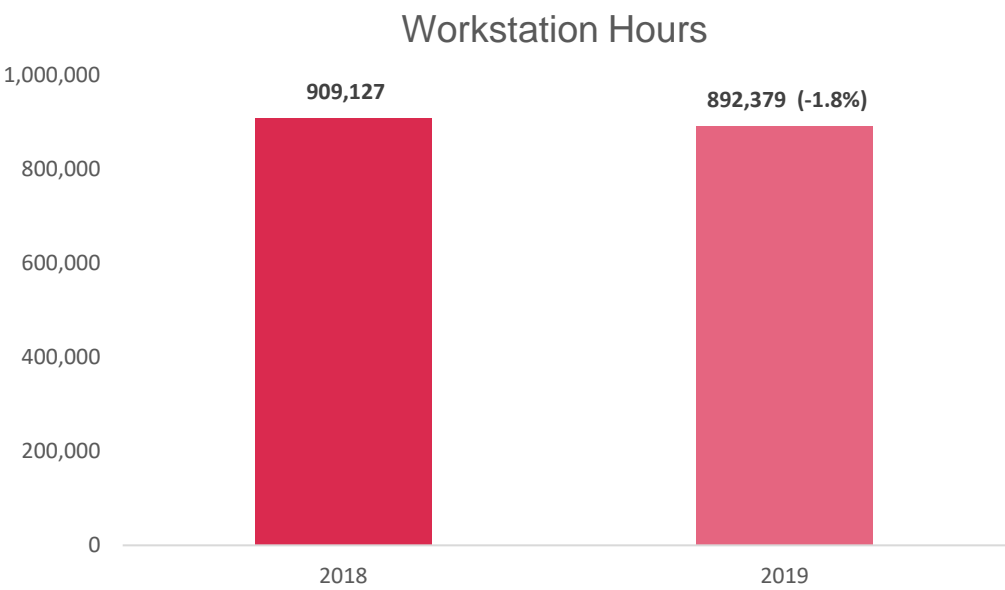
Total Attendance by Program Type



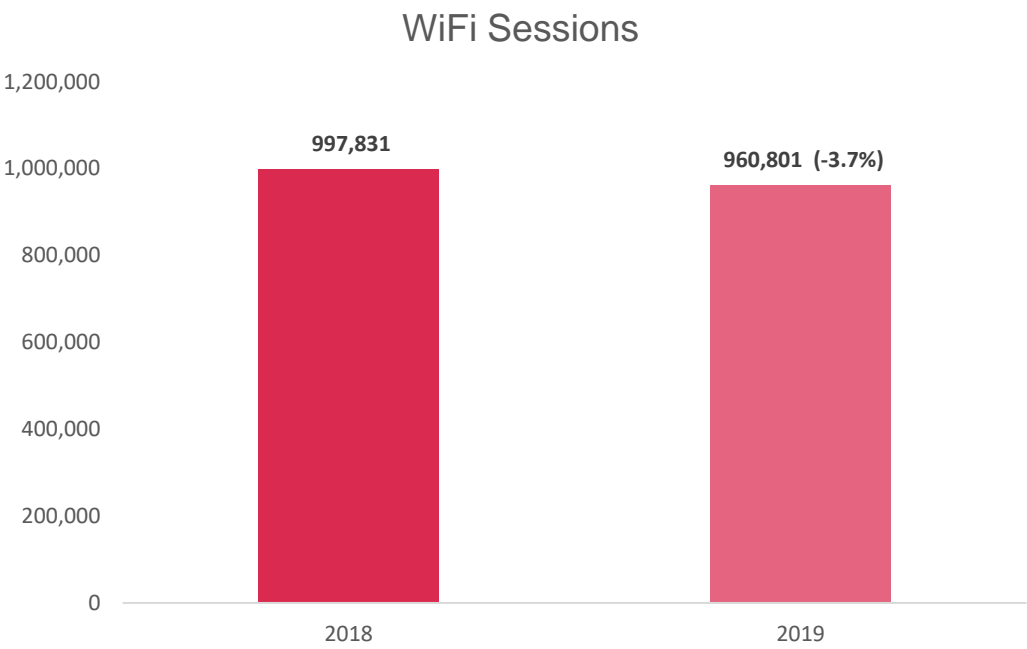
Total Attendance - 2019



Technology Usage



In 2019, VPL made 620 computer workstations available to the public.



2019 workstation and WiFi usage were negatively affected by Oakridge branch relocation and several temporary branch closures.

Digital Creation Spaces

Inspiration Lab – Central Library

5 Recording Studios



6,522 bookings (+3.8%)

13,151 hours of use (+3.6%)

8 Digitization Stations



4,900 sessions (-4%)*

6,000 hours of use (-4%)*

12 Creation Stations



10,700 sessions (+2%)*

15,800 hours of use (+3%)*

Bud Osborn Creation Space – náčítařna at Strathcona Branch

2 Recording Studios



945 bookings (+16.5%)

2,034 hours of use (+11.0%)

5 Digitization/Creation Stations



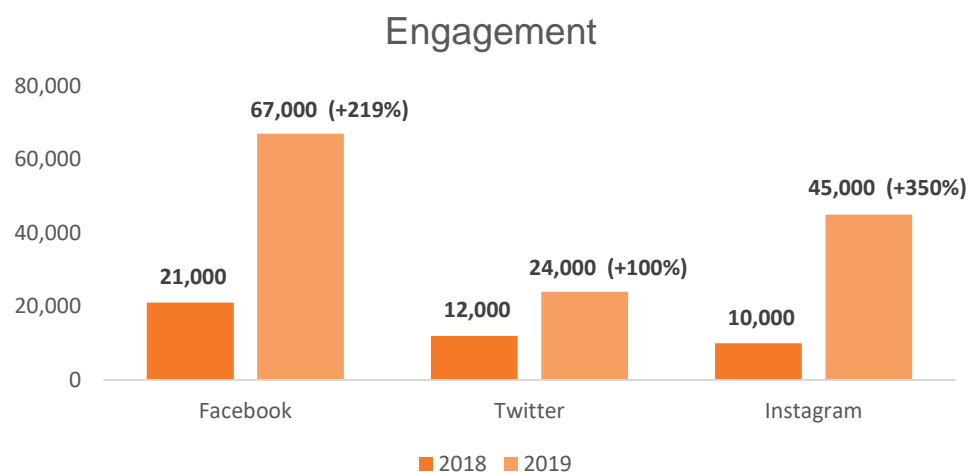
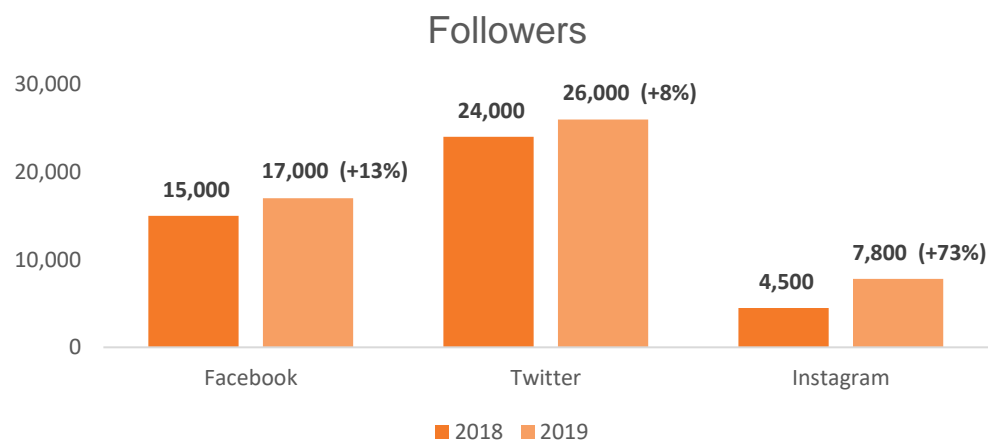
1,200 sessions (+17%)*

1,500 hours of use (+44%)*

** Totals are estimates calculated using available data from January – October 2019. Data for workstation use is unavailable for November and December 2019.*

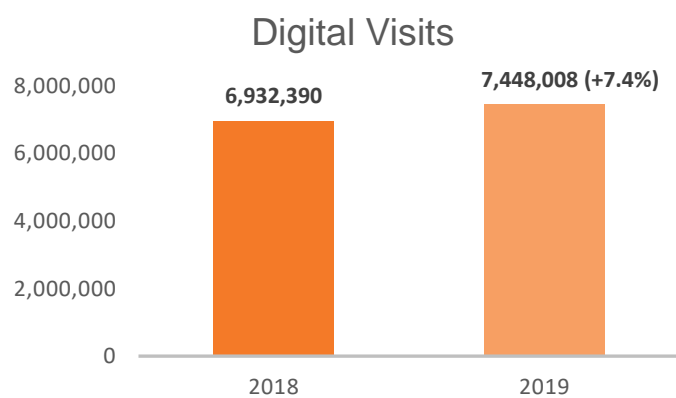
Digital Media

Social Media



Social media engagement measures the public shares, likes and comments for an organization's social media efforts.

Website and Digital App Sessions



Digital Visits reflects the sum of website and app sessions.