Trends in Library Use

(Part 1)

Presentation to the Library Commission

January 15, 2009

Trends in Library Use

- Current economic climate
- Impact of capital improvement projects
- Most popular titles of FY2008

Current Economic Climate

- **Economic Impacts – 6 Month Snapshot**
  - Specific areas of use
    - Jobs & Careers Center
    - Small Business Center
    - Government Information Center
    - Recreational Use

	CIRCULATION		LIBRARY CARDS	
	July-Dec	% Change	July-Dec	% Change
Main	1,255,664	21%	15,488	32%
Branches	3,299,062	10%	20,999	24%
Total	4,587,077	13%	36,661	28%

Capital Improvements

- MAIN LIBRARY – first floor renovation
- BRANCH LIBRARIES
  - Excelsior -- Noe Valley
  - Glen Park -- Sunset
  - Marina -- West Portal
  - Mission Bay -- Western Addition
- MEASUREMENTS
  - Circulation
  - Registration (new borrower cards issued)
  - Visits

Capital Improvements

- CIRCULATION AT THE MAIN LIBRARY

CIRCULATION	FIC/NF(pop)	AV	Total 1st Floor	% (Main Total)
July 2008	30,059	66,555	96,614	46.4%
December 2008	28,978	79,588	108,566	50.8%

Capital Improvements

- CIRCULATION IN BRANCHES

LIBRARY	CLOSE	Circ Before (6Mo)	OPEN	Circ After (6Mo)	% Change
Excelsior	11/25/03	134,086	07/08/05	175,736	+31%
Glen Park	08/25/07	54,207	10/13/07	105,032	+94%
Marina	09/02/05	91,318	08/04/07	92,679	+1%
Mission Bay	NA	NA	0708/06	102,631	NA
Noe Valley	02/06/06	44,533	03/08/08	75,968	+71%
Sunset	09/23/05	206,568	03/31/07	240,539	+16%
West Portal	12/19/04	150,954	02/10/07	212,654	+41%
Western Addition	08/19/06	99,109	02/02/08	128,157	+29%

Capital Improvements

- VISITS

LIBRARY	CLOSED	Visits Before (6Mo)	OPENED	Visits After (6Mo)	% Change
Excelsior	11/25/03	91,587	07/08/05	117,293	+28%
Glen Park	08/25/07	12,453	10/13/07	57,920	+365%
Marina	09/02/05	80,342	08/04/07	76,025	-5%
Mission Bay	NA	NA	0708/06	47,597	NA
Noe Valley	02/06/06	12,304	03/08/08	47,939	+290%
Sunset	09/23/05	139,830	03/31/07	143,177	+2%
West Portal	12/19/04	186,690	02/10/07	185,281	-1%
Western Addition	08/19/06	76,073	02/02/08	89,951	+18%
Main – 1st Floor		1,803,954	01/16/08	2,031,855	+12.6

Capital Improvements

- REGISTRATION (LIBRARY CARDS)

LIBRARY	CLOSED	Reg Before (6Mo)	OPENED	Reg After (6Mo)	% Change
Excelsior	11/25/03	1,413	07/08/05	2,065	+46%
Glen Park	08/25/07	230	10/13/07	1,193	+419%
Marina	09/02/05	847	08/04/07	1,731	+104%
Mission Bay	NA	NA	0708/06	1,553	NA
Noe Valley	02/06/06	370	03/08/08	1,036	+180%
Sunset	09/23/05	1,347	03/31/07	1,588	+18%
West Portal	12/19/04	671	02/10/07	1,473	+120%
Western Addition	08/19/06	522	02/02/08	1,320	+153%
Main – 1st Floor	NA	10,624	01/16/08	14,492	+36

Top Circulating Titles FY2008

- Fiction Books
  1. Lao Fuzi by Wang Ze
  2. Harry Potter and the Deathly Hallows by J.K. Rowling
  3. A Thousand Splendid Suns by Khaled Hosseini
  4. The Yiddish Policemen’s Union: A Novel by Michael Chabon
  5. The Kite Runner by Khaled Hosseini

Top Circulating Titles FY2008

- Non-Fiction Books
  1. The Omnivore's Dilemma: A natural history of four meals by Michael Pollan
  2. Eat, Pray, Love: One woman's search for everything across Italy, India, & Indonesia by Elizabeth Gilbert
  3. The World Without Us by Alan Weisman
  4. In Defense of Food: An Eater's Manifesto by Michael Pollan
  5. Animal, Vegetable, Miracle: A Year of Food Life by Barbara Kingsolver

Top Circulating Titles FY2008

- DVDs
  1. Ba qian li lu yun he yue, part 2
  2. The Little Mermaid
  3. Ba qian li lu yun he yue, part 1
  4. SNL (Saturday Night Live)
  5. Harry Potter and the Order of the Phoenix

Top Circulating Titles FY2008

- CD Spoken Word Sound Recordings
  1. Harry Potter and the Deathly Hallows by J.K. Rowling
  2. Ying yu jiu bai ju xing; English 900 by Edwin T. Cornelius
  3. A Thousand Splendid Suns by Khaled Hosseini
  4. Harry Potter and the Chamber of Secrets by J.K. Rowling
  5. Harry Potter and the Goblet of Fire by J.K. Rowling

Top Circulating Titles FY2008

- CD Music Recordings
  1. Loose by Nelly Furtado
  2. Not too Late by Norah Jones
  3. Stevie Wonder; the definitive collection by Stevie Wonder
  4. Help! by The Beatles
  5. Love by The Beatles

Trends in Library Use

- Upcoming trends topics
  - Programs and Outreach
  - Service Enhancements
  - Information / Digital Resources
  - Services to Targeted Audiences