

MEMBERS

TOTAL 4,888 / 5,054

Resident 632 / 671

Nonresident 2,852 / 2,901

County 1,189 / 1,289

Seasonal 39 / 41

Other 103 / 126

eCard 73 / 26

NEW PATRONS 18 / 30

BORROWING

Circulation 11,292 / 11,125

Physical 3,993 / 4,166

Digital 7,299 / 6,960

Acquisitions 809 / 706

Print 421 / 348

AV 31 / 11

Digital 357 / 347

EVENTS

Adult events 19 / 11

Children's events 5 / 5

Attendance on Zoom/Recorded 0 / 684

Attendance In Person 143 / 0

HISTORY CENTER OBJECTS

Cataloged 57 / 75

Digitized 79 / 52

TECH USE & VISITS

PC use 119 / 130

Wi-Fi use 775 / 651

Printing 2270 / 586

Website Visits 4,767 / 5,153

Lib Facebook Reach 24,928 / 6,716

HC Facebook Reach 37,631 / 28,139

WELCOMED ONSITE

Library 2,283 / 2,244

History Center 46 / 15

MONTH IN REVIEW



Overall patron base is down by 3% since January 2021, indicating a leveling off of the decline seen in 2020.



Circulation trends are very similar to January 2021 figures, both physical and digital.



Various weather events and concerns about a COVID-19 variant reduced program engagement in January.



HC launched a new digital initiative – Historic Photos. Currently presenting 300 images from Avalon's past, this collection will grow.



Public PC use continues to decline while Wi-Fi use grows in popularity. Social media engagement is up vs. 2021 for both facilities.



January 2022 library visitation down vs. expected growth following 2021 trends. Potentially due to weather & COVID impacts.