



LIBRARY PATRONS

TOTAL **6,362** / 6,456
 Resident **758** / 780
 Nonresident **3,910** / 3,892
 County **1,459** / 1,534
 Seasonal **79** / 91
 Other **156** / 159
 NEW PATRONS **135** / 134

Small decline in resident cards offset by increase in nonresident property owner cards.

Similar overall physical & digital circulation compared to June 2018.

LIBRARY COLLECTIONS

Circulation **16,742** / 16,974
 Physical **11,270** / 11,554
 Digital **5,472** / 5,420
 Acquisitions **772** / 634
 Print **414** / 345
 AV **81** / 79
 Digital **277** / 210



LIBRARY & HC PROGRAMMING

Adult programs **31** / 35
 Children's programs **14** / 12
 Attendance **1,494** / 1,694



513 patrons joined us for the Library Book Bash!

HISTORY CENTER OBJECTS



Cataloged **26** / 32
 Digitized **115** / 15

VISITS

Library **10,055** / 10,934
 History Center **244** / 242



TECHNOLOGY



PC use **735** / 944
 Wi-Fi use **3,210** / 3,840
 Printing **4,272** / 3,552
 Website Visits **5,669** / 4,342
 Library Facebook Reach **13,365** / 14,812
 HC Facebook Reach **18,114** / 12,982

AVALON FREE PUBLIC LIBRARY

MARKETING ANALYSIS MONTHLY HIGHLIGHTS

JUNE 2019

ENEWSLETTERS

- 4,410 RECIPIENTS
- MONTHLY ENEWS
 - 24% OPEN RATE
 - 15% CLICK THROUGH
 - Most clicks for the June Events Blog Post
- DEDICATED ENEWS
- 26% AVERAGE OPEN RATE

PRINT MAILER (JUN-SEPT)

- 8,000+ RECIPIENTS
- MAILED in MAY to 5,179 Avalon Property Owners
- DISTRIBUTING remaining via the Library and History Center as of 7/5/19.

FACEBOOK

- 1,306 FOLLOWERS
 - 78% FEMALE
 - 13% PHILADELPHIA BASED
 - 40% CAPE MAY COUNTY BASED
 - 57% over 45
 - 28% 35-44
- 13,365 MONTHLY REACH
- 356 AVG REACH/POST

LIBRARY WEBSITE

- 3,013 USERS
 - 64% FEMALE
 - Reported Locations split between PHILADELPHIA & CMC
 - 60% over 45
 - 52% access via PC
- 5,669 VISITS
- POPULAR PAGES
 - Events
 - Author Visits
 - Databases

37% Increase in Circulation for June Featured Resource!
(Nontraditional loans: hotspots, discovery kits, bakeware, etc.)