

2016



Legislative Reference Bureau

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LIBRARY



Supplemental Statistics

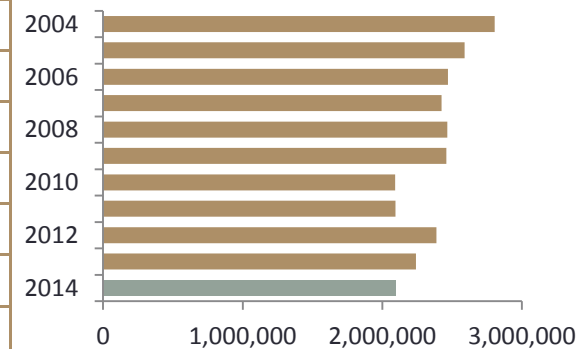
Milwaukee Public Library is the largest public library in the state. Two historical indicators of library usage, patron and circulation counts, have been on a downward trend in recent years due to a sharp decrease in hours in 2010, necessitated by funding cuts. System-wide MPL hours of operation increased by 46 hours per week in 2011. The increase in hours of operation is reflected in increased patron and circulation counts. (See pages 2 and 3)

Looking beyond historical indicators, more residents are accessing library information and materials through online sources as evidenced by increased use of remote services offered through the Library's website. The Library's focus on technology, including e-books, Internet-based databases, virtual reference and other services through the webpage has increased its ability to serve different populations. E-book digital downloads and OverDrive circulation has increase exponentially over the past 4 years. (See pages 4 to 8)

Patron Count, 2012 to 2014, and 2015, January to August.

Location	2012	2013	Chng.	2014	Chng.	2015*
Central	554,309 (1)	509,894	-8.00%	496,504	-2.60%	316,217
Atkinson	102,004 (1)	94,139	-7.70%	82,624	-12.20%	52,016
Bay View	160,491 (1)	150,603	-6.20%	152,153	1.00%	106,425
Capitol	117,388 (1)	126,649	7.90%	133,130	5.10%	83,071
Center Street	152,186 (1)	139,031	-8.60%	159,883	15.00%	98,953
East (3)	176,261 (1)	116,825	-33.70%	74,334	-36.40%	113,967
Forest Home	159,291 (1)	149,666	-6.00%	144,037	-3.80%	87,869
Martin Luther King	119,068 (2)	118,273	-0.70%	106,819	-9.70%	65,973
Mill Road	109,601 (2)	119,385	8.90%	110,244	-7.70%	71,523
MPL Express (4)	---	---	---	452	---	352
Tippecanoe (5)	128,986 (2)	124,123	-3.80%	116,414	-6.20%	30,763
Villard Square	149,002 (1)	147,543	-1.00%	130,105	-11.80%	77,199
Washington Park	225,548 (1)	209,676	-7.00%	178,807	-14.70%	110,974
Zablocki	194,475 (1)	198,251	1.90%	173,446	-12.50%	121,592
YCOS-Outreach	4,416	3,994	-9.60%	4,596	15.10%	2,966
Drive-Up Vehicular Traffic	34,004	33,030	-2.90%	33,095	0.20%	18,720
Total	2,387,030	2,241,082	-6.11%	2,096,643	-6.45%	1,358,580

Total Patron Count

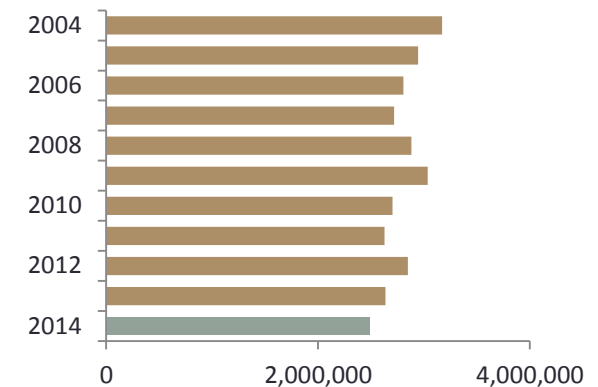


Source: MPL Board of Trustee Meeting Minutes. Notes: *2015 patron count is January – August; Notes: (1) 2012 public service hours increased 4 hours per week; (2) 2012 public service hours increased 5 hours per week; (3) Temporary location at 2340 N. Murray Ave., opened July 1, 2013; new building opened November 22, 2014. (4) MPL Express at Silver Spring opened October 2, 2014; (5) Temporary location at 3933 S. Howell Ave., opened February 2, 2015.

Circulation, 2012 to 2014 and 2015, January to August.

Location	2012	2013	Chng.	2014	Chng.	2015*
Central	655,574 (1)	627,625	-4.30%	609,424	-2.90%	370,854
Atkinson	85,920 (1)	83,734	-2.50%	74,110	-11.50%	44,345
Bay View	307,323 (1)	297,426	-3.20%	289,222	-2.80%	205,018
Capitol	183,162 (1)	170,266	-7.00%	166,231	-2.40%	109,250
Center Street	75,445 (1)	71,856	-4.80%	67,401	-6.20%	36,305
East (3)	275,731 (1)	177,765	-35.50%	141,498	-20.40%	187,640
Forest Home	169,153 (1)	165,455	-2.20%	158,939	-3.90%	95,985
Martin Luther King	92,582 (2)	91,635	-1.00%	83,368	-9.00%	46,589
Mill Road	129,824 (2)	124,188	-4.30%	119,241	-4.00%	77,911
MPL Express (4)	---	---	---	1,292	---	704
Tippecanoe (5)	206,230 (2)	202,499	-1.80%	199,352	-1.60%	46,870
Villard Square	161,400 (1)	127,851	-20.80%	108,651	-15.00%	57,985
Washington Park	144,863 (1)	132,373	-8.60%	128,906	-2.60%	77,314
Zablocki	292,982 (1)	292,263	-0.20%	254,136	-13.00%	190,940
YCOS-Outreach	67,354	72,742	8.00%	84,701	16.40%	63,236
Total	2,847,543	2,637,678	-7.40%	2,486,472	-5.70%	1,610,946

Total Circulation

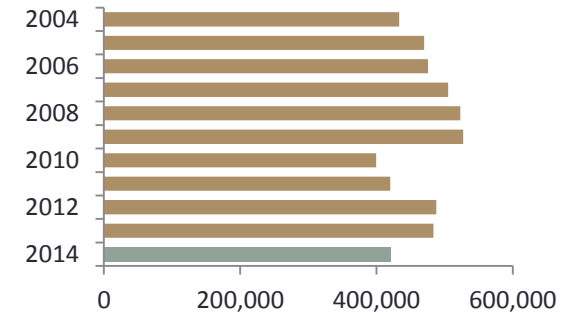


Source: MPL Board of Trustee Meeting Minutes. Notes: *2015 patron count is January – August; Notes: (1) 2012 public service hours increased 4 hours per week; (2) 2012 public service hours increased 5 hours per week; (3) Temporary location at 2340 N. Murray Ave., opened July 1, 2013; new building opened November 22, 2014; (4) MPL Express at Silver Spring opened October 2, 2014; (5) Temporary location at 3933 S. Howell Ave., opened February 2, 2015.

Library Computer Use in Hours, 2012 to 2014 and 2015 through the 3rd Quarter.

Location	2012	2013	Chng.	2014	Chng.	2015*
Central	122,531 (1)	118,410	-3.36%	118,406	0%	70,544
Atkinson	26,987 (1)	27,599	2.27%	20,835	-24.50%	10,722
Bay View	20,747 (1)	22,746	9.64%	23,248	2.20%	15,797
Capitol	24,153 (1)	27,214	12.67%	26,326	-3.26%	15,904
Center Street	50,741 (1)	45,516	-10.30%	38,386	-15.66%	19,835
East (3)	27,471 (1)	17,086	-37.80%	8,454	-50.52%	14,957
Forest Home	34,252 (1)	37,411	9.22%	30,151	-19.40%	15,498
Martin Luther King	28,842 (2)	30,701	6.45%	22,427	-26.95%	12,489
Mill Road	25,068 (2)	27,045	7.89%	22,891	-15.35%	13,614
Tippecanoe (4)	14,725 (2)	16,287	10.61%	13,892	-14.70%	2,687
Villard Square	38,294 (1)	38,415	0.32%	33,094	-13.85%	16,513
Washington Park	46,406 (1)	44,617	-3.86%	33,934	-23.94%	19,294
Zablocki	27,737 (1)	30,519	10.03%	26,498	-13.17%	17,119
Total	487,954	483,572	-0.90%	420,556	-13.03%	244,973

Total Computer Use

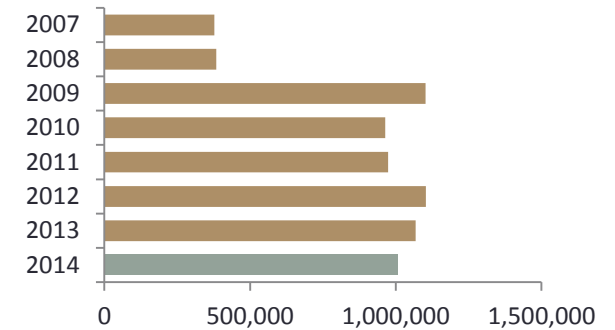


Source: MPL Board of Trustee Meeting Minutes. Notes: *Quarters 1, 2 & 3 of 2015; Notes: (1) 2012 public service hours increased 4 hours per week; (2) 2012 public service hours increased 5 hours per week; (3) Temporary location at 2340 N. Murray Ave., opened July 1, 2013; new building opened November 22, 2014; (4) Temporary location at 3933 S. Howell Ave., opened February 2, 2015.

Unique Visitors* to the MPL Website, 2011 to 2014 and 2015 January through August.

Month	2012	2013	Change	2014	Change	2015
January	92,675	96,310	3.90%	86,038	-8.10%	85,971
February	85,833	84,366	-1.70%	87,568	3.80%	215,967(1)
March	91,251	89,206	-2.20%	98,015	9.90%	311,296
April	86,622	96,299	11.20%	96,234	-0.10%	288,823
May	82,471	85,238	3.40%	80,965	-5.00%	265,801
June	84,964	86,126	1.40%	81,472	-4.40%	299,173
July	94,289	91,142	-3.30%	83,371	-8.50%	293,561
August	109,505	87,979	-19.70%	87,979	0%	411,574
September	95,998	87,678	-8.70%	78,921	-10.00%	N/A
October	108,978	100,690	-7.60%	82,082	-18.50%	N/A
November	91,020	85,098	-6.50%	71,932	-15.50%	N/A
December	79,387	78,345	-1.30%	70,876	-9.50%	N/A
Total	1,102,993	1,068,477	-3.10%	1,005,453	-6.80%	N/A

Unique Website Visitors

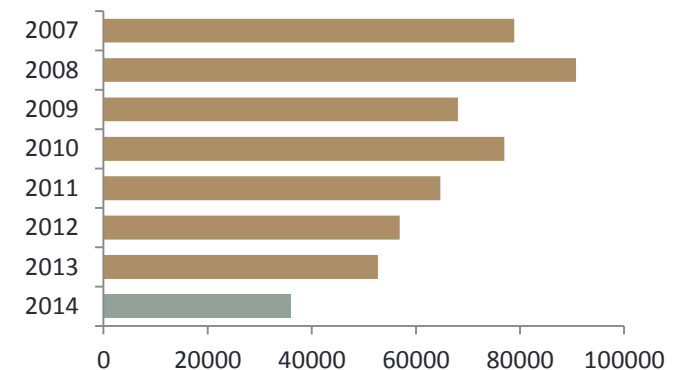


Source: MPL Board of Trustee Meeting Minutes; numbers from Google Analytics; *The number of individuals who visited the MPL website one or more times. Notes: (1) Library meeting room sign up online began in March, which increased the number of visitors to the MPL Website.

Database Hits*, 2012 to 2014, and 2015, January through August.

Month	2012	2013	Change	2014	Change	2015
January	6,016	5,269	-12.40%	6,271	19.00%	4,333
February	6,032	4,875	-19.20%	5,671	16.30%	4,550
March	5,059 (1)	4,786	-5.40%	6,614	38.20%	5,392
April	5,166	5,267	2.00%	---(2)	---	4,568
May	4,298	4,520	5.20%	---(2)	---	3,564
June	4,713	4,201	-10.90%	---(2)	---	3,862
July	4,560	3,801	-16.60%	2,847	-25.10%	3,989
August	4,105	3,992	-2.80%	2,776	-30.50%	4,173
September	4,343	3,566	-17.90%	3,069	-13.70%	N/A
October	4,949	4,204	-15.10%	2,265	-46.10%	N/A
November	4,068	4,063	-0.10%	2,228	-45.20%	N/A
December	3,576	4,165	16.50%	1,927	-53.70%	N/A
Total	56,885	52,709	-7.30%	36,013(3)	-31.70%	N/A

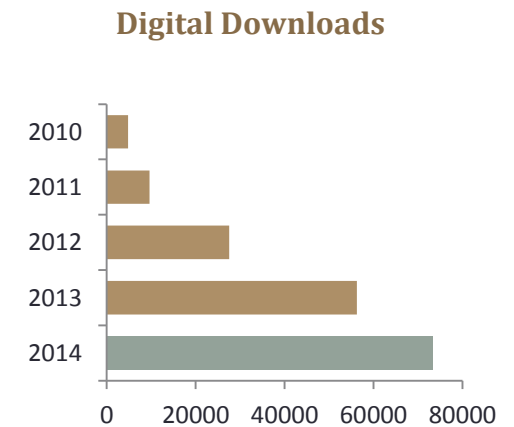
Source: MPL Board of Trustee Meeting Minutes. *Database hits reflect how many times users (both in-library and remote) clicked on one of 50 library databases from the library's website. Notes: (1) March, 2012 figures are estimates based on specific usage numbers compared to March, 2011. The Library experienced a software problem which prevented the use of its usual database hits figure; (2) The method for tracking database use was under construction during MPL's switch to a new webpage; (3) No count for April, May & June.

Database Hits

Note: The method for tracking database use was under construction during MPL's switch to a new webpage there is no count for April, May and June of 2014.

OverDrive Digital Download eBooks Circulation, 2012 to 2014, and 2015, January through August.

Month	2012	2013	Chng.	2014	Change	2015
January	1,439	3,834	166.4%	6,461	68.5%	7,216
February	1,310	3,579	173.2%	5,505	53.8%	6,442
March	1,605	5,043	214.2%	6,155	22.1%	7,141
April	1,697	4,370	157.5%	5,970	36.6%	6,430
May	1,790	4,575	155.6%	5,926	29.5%	6,831
June	1,959	4,611	135.4%	6,714	45.6%	6,576
July	2,356	5,081	115.7%	6,208	22.2%	7,398
August	2,869	5,352	86.54%	6,352	18.7%	7,134
September	2,689	4,639	72.5%	5,752	24.0%	N/A
October	3,068	4,899	59.7%	6,000	22.5%	N/A
November	3,090	4,653	50.6%	5,699	22.5%	N/A
December	3,648	5,587	53.2%	6,621	18.5%	N/A
Total	27,520	56,223	97.19%	73,363	29.43%	N/A

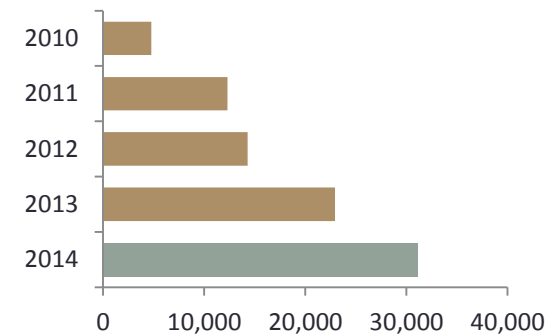


Source: MPL Board of Trustees Meeting Minutes.

OverDrive Digital Download Audiobooks & Video Circulation, 2012 to 2014, and 2015, January through August.

Month	2012	2013	Change	2014	Change	2015
January	1,035	1,573	52.0%	2,386	67.0%	3,177
February	966	1,451	50.2%	2,152	50.6%	2,974
March	1,151	1,805	56.8%	2,415	34.8%	3,134
April	1,050	1,661	58.9%	2,358	42.0%	3,251
May	1,079	1,876	73.9%	2,584	38.9%	3,261
June	1,106	1,883	70.3%	2,801	48.8%	3,457
July	1,139	2,124	86.5%	2,763	30.1%	3,804
August	1,291	2,057	59.3%	2,869	39.5%	3,675
September	1,324	1,988	66.5%	2,598	30.7%	N/A
October	1,357	2,174	60.2%	2,757	26.8%	N/A
November	1,386	2,071	49.9%	2,605	25.8%	N/A
December	1,396	2,280	65.1%	2,805	23.0%	N/A
Total	14,280	22,943	62.1%	31,093	36.1%	N/A

OverDrive Circulation



Source: MPL Board of Trustee Meeting Minutes.