

MAKING IT COUNT

California Library Statistics
ONLINE

<http://californialibrarystatistics.com>

ONLINE!

CSL Digital Data Task Force

Mary Cohen, Palos Verdes Library District

Jeanette Contreras, Placentia Library District

Heather Cousin, Simi Valley Public Library

Lisa Dale, Folsom Public Library

Deborah Janzen, Fresno County Public Library

Mel Lightbody, Butte County Library

Reed Strege, Azusa Public Library

Anne Marie Gold, Municipal Resource Group

Lindsay Thompson, Counting Opinions



ONLINE!

New ways to access YOUR data

- Local Data**
- Statewide Data**
- Pamphlets**

LOCAL REPORTS



Quick Access to Local Data

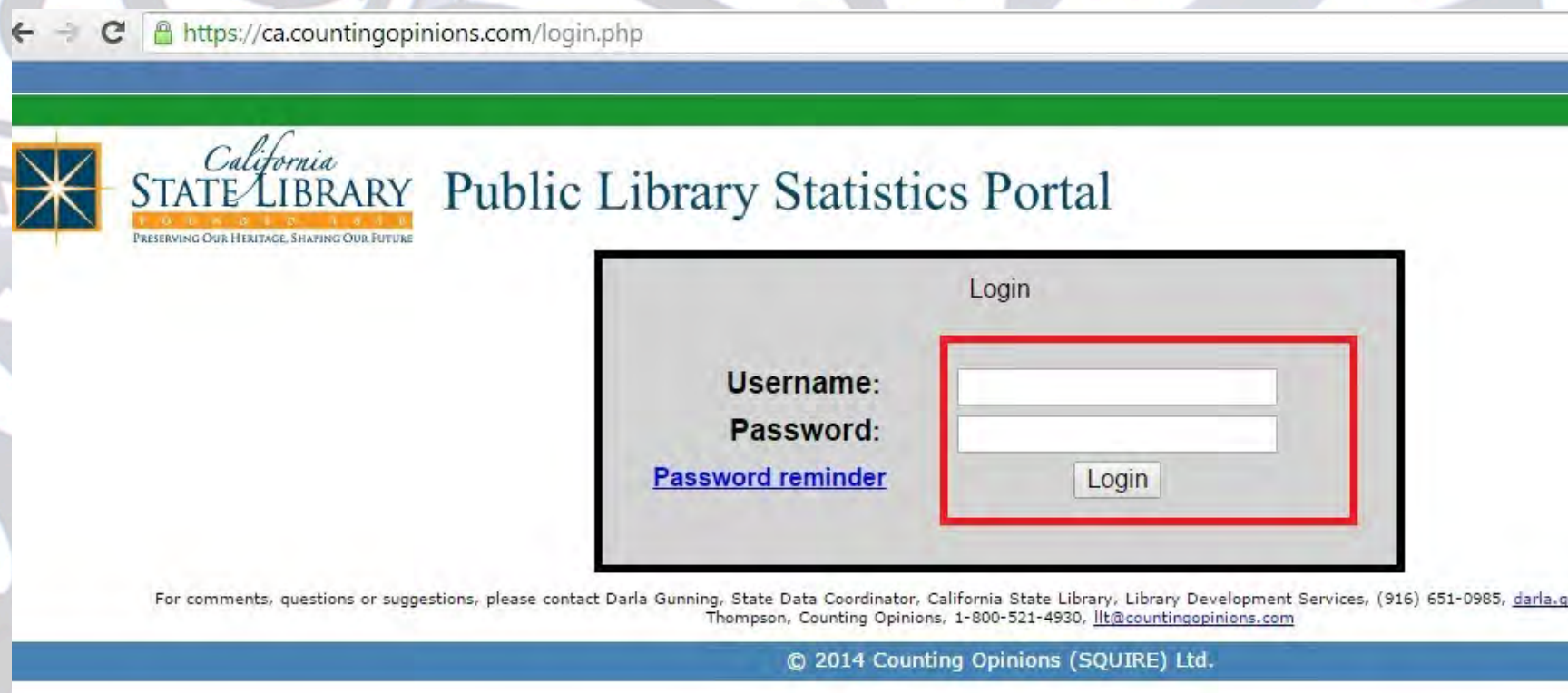
- **Easy-to-use reports for local libraries**
- **Relevant data to share with decision makers**
- **Changes over 5- and 10-year periods**
- **Quick comparisons to similar libraries**



Local Reports Available on the Web


Log in using your Counting Opinions account info

ca.countingopinions.com



The screenshot shows a web browser window with the address bar displaying <https://ca.countingopinions.com/login.php>. The page header features the California State Library logo on the left, which includes a star emblem and the text "California STATE LIBRARY" and "PRESERVING OUR HERITAGE, SHAPING OUR FUTURE". To the right of the logo is the title "Public Library Statistics Portal". The main content area is a login form titled "Login" with a black border. Inside the form, there are labels for "Username:" and "Password:", each followed by a white input field. A blue link labeled "Password reminder" is positioned below the password label. A "Login" button is located at the bottom right of the input fields. The entire login form area is highlighted with a red rectangular border. At the bottom of the page, there is a footer with contact information for Darla Gunning, State Data Coordinator, and a copyright notice for Counting Opinions (SQUIRE) Ltd. in 2014.

← → ↻ <https://ca.countingopinions.com/login.php>

 **California STATE LIBRARY**
PRESERVING OUR HERITAGE, SHAPING OUR FUTURE

Public Library Statistics Portal

Login

Username:

Password:

[Password reminder](#)

Login


For comments, questions or suggestions, please contact Darla Gunning, State Data Coordinator, California State Library, Library Development Services, (916) 651-0985, darla.gunning@californialibrary.org, Thompson, Counting Opinions, 1-800-521-4930, llt@countingopinions.com

© 2014 Counting Opinions (SQUIRE) Ltd.

Local Reports Available on the Web

Reports for your local library will appear

Libraries Locations Maps

 **California STATE LIBRARY** Public Library Statistics Portal
PRESERVING OUR HERITAGE. SHARING OUR FUTURE

Congratulations! You are now logged into the California State Library Statistics Portal hosted by Counting Opinions.

AZUSA CITY LIBRARY PUBLIC LIBRARY STATISTICS; READY REPORTS

Current Year Data
Data on circulation, library visits, borrowers, staff, expenditures and key ratios for expenditures for all public libraries in the state

Trend Data - 5 year/10 year
Per Capita data for 5 year and 10 year segments on expenditures, circulation, library visits and materials for all public libraries in the state

Comparative Data
Comparative data by population served (+/- 10%), expenditure per capita (+/- 10%) and governance type for public libraries within the state

Pamphlets
Easy to use marketing materials for your library that automatically update with key data.

MANAGE REPORTS

From the Manage Reports page on the next screen, you can select other reports by name to run an existing custom report or report template, or you can create your own custom reports by clicking on "Add Report". You can also publish your custom report outputs. You can distribute the unique URL generated, thus enabling others to access your published reports without the need to have secure access to this on-line service.

Libraries can access both California State Data and data from all U.S. Public Libraries that is collected by each State on behalf of the Institute of Museum and Library Services (IMLS). The national data set represents over 15 million data points from over 9000 public libraries for the years 2000 to current.

[Start Here](#)

feedback

<http://californialibrarystatistics.com>

Local Reports Available on the Web

Trend Data Reports reflect change over time

Libraries Locations Maps

California Public Library Statistics Portal

California Public Library Statistics: Ready Reports

Trend Data - 5/10 Years

Data for all public libraries in selected areas for the past five fiscal years

Library Visits per Capita Total Collection per Capita Circulation per Capita Total Expenditures per Capita

Data for all public libraries in selected areas for the past ten fiscal years

Library Visits per Capita Total Collection per Capita Circulation per Capita Total Expenditures per Capita

For comments, questions or suggestions, please contact Darla Gunning, State Data Coordinator, California State Library, Library Development Services, (916) 651-0985, darla.gunning@library.ca.gov, OR Lindsay Thompson, Counting Opinions, 1-800-521-4930, l@countingopinions.com

© 2014 Counting Opinions (SQUIRE) Ltd.

feedback

Local Reports Available on the Web

Comparative Data Reports compare similar libraries

The screenshot shows a web browser window with the URL https://ca.countingopinions.com/main.php?page_id=6. The page features a navigation bar with 'Comparative Data' and 'Reports'. The main header includes the California State Library logo and the text 'Public Library Statistics Portal'. Below this, the section 'California Public Library Statistics: Ready Reports' is displayed. A red rectangular box highlights the 'Comparative Data' link. Under this link, several options are listed: 'Libraries with similar sized population service areas (+/- 10%)', 'Libraries with similar expenditures per capita (+/- 10%)', and 'Library Types:'. The 'Library Types' section lists: 'County Library', 'County Library with Dedicated Tax', 'Special Library District', 'Municipal Library', and 'Joint Powers Authority'. At the bottom, a footer contains contact information for Darla Gunning, State Data Coordinator, and a copyright notice for Counting Opinions (SQUIRE) Ltd.

Comparative Data

California STATE LIBRARY PUBLIC LIBRARY STATISTICS PORTAL

California Public Library Statistics: Ready Reports

Comparative Data

- Libraries with similar sized population service areas (+/- 10%)
- Libraries with similar expenditures per capita (+/- 10%)
- Library Types:
 - County Library
 - County Library with Dedicated Tax
 - Special Library District
 - Municipal Library
 - Joint Powers Authority

For comments, questions or suggestions, please contact Darla Gunning, State Data Coordinator, California State Library, Library Development Services, (916) 651-0985, darla.gunning@library.ca.gov, Counting Opinions, 1-800-521-4930, lit@countingopinions.com

© 2014 Counting Opinions (SQUIRE) Ltd.

STATEWIDE REPORTS



Access to Statewide Data

- **Useful, user-friendly interface**
- **Easy access to templates and reports**
- **Ability to compare ourselves to other jurisdictions in meaningful way**
- **Includes multi-year data**



What's Included

- **Summary of service**
- **Specific reports via topic**
 - **Available in Excel and graph formats**
- **Rankings**
- **Comparative Data (totals and averages per data set)**
 - **Population**
 - **Expenditures per capita**
 - **Governance**

Statewide Ready Reports

The screenshot shows the California State Library Public Library Statistics Portal. The header includes the California State Library logo and the text "Public Library Statistics Portal". A green navigation bar at the top right contains links for "Libraries", "Locations", and "Maps". A vertical "feedback" button is on the right side. The main content area is titled "California Public Library Statistics: Ready Reports" and is organized into several sections: "Summary Data" with links for "2012-2013 Summary Data", "2012-2013 Outlet Data", and "2012-2013 Bookmobile Data"; "Trend Data - 5/10 Years" with sub-sections for "five" and "ten" fiscal years, each containing links for "Library Visits per Capita", "Total Collection per Capita", "Circulation per Capita", and "Total Expenditures per Capita"; "Comparative Data" with a description of downloadable Excel spreadsheets and links for "Population Served", "Expenditures per Capita", and "Governance"; "State Data Key Ratios" with a description of key areas and links for "2012-2013 Summary Key Ratios", "2011-2012 Summary Key Ratios", "2010-2011 Summary Key Ratios", "2009-2010 Summary Key Ratios", and "2008-2009 Summary Key Ratios"; and "Resources" with a description of income and expenditure data and links for "2012-2013 Income", "2011-2012 Income", "2010-2011 Income", "2009-2010 Income", and "2008-2009 Income".

California STATE LIBRARY **Public Library Statistics Portal**
PRESERVING OUR HERITAGE, SHARING OUR FUTURE

Libraries Locations Maps

feedback

California Public Library Statistics: Ready Reports

Summary Data

[2012-2013 Summary Data](#) [2012-2013 Outlet Data](#) [2012-2013 Bookmobile Data](#)

Trend Data - 5/10 Years

Data for all public libraries in selected areas for the past five fiscal years

[Library Visits per Capita](#) [Total Collection per Capita](#) [Circulation per Capita](#) [Total Expenditures per Capita](#)

Data for all public libraries in selected areas for the past ten fiscal years

[Library Visits per Capita](#) [Total Collection per Capita](#) [Circulation per Capita](#) [Total Expenditures per Capita](#)

Comparative Data

Downloadable Excel spreadsheets with current fiscal year data broken out by comparative areas – Population Served, Expenditure Per Capita, Governance

[Population Served](#) [Expenditures per Capita](#) [Governance](#)

State Data Key Ratios

Data on key areas for all public libraries in the state

[2012-2013 Summary Key Ratios](#) [2011-2012 Summary Key Ratios](#) [2010-2011 Summary Key Ratios](#) [2009-2010 Summary Key Ratios](#) [2008-2009 Summary Key Ratios](#)

Resources

Data on income and expenditures for all public libraries in the state

[2012-2013 Income](#) [2011-2012 Income](#) [2010-2011 Income](#) [2009-2010 Income](#) [2008-2009 Income](#)

Trend Data

Ready Reports ▼



California
STATE LIBRARY
THEIR VOICE OUR HERITAGE. SHARING OUR FUTURE

Public Library Statistics Portal

California Public Library Statistics: Ready Reports



Trend Data - 5/10 Years

Data for all public libraries in selected areas for the past five fiscal years

Library Visits per Capita	Total Collection per Capita	Circulation per Capita	Total Expenditures per Capita
---------------------------	-----------------------------	------------------------	-------------------------------

Data for all public libraries in selected areas for the past ten fiscal years

Library Visits per Capita	Total Collection per Capita	Circulation per Capita	Total Expenditures per Capita
---------------------------	-----------------------------	------------------------	-------------------------------

Comparative Data

Downloadable Excel spreadsheets with current fiscal year data broken out by comparative areas – Population Served, Expenditure Per Capita, Governance

Population Served	Expenditures per Capita	Governance
-------------------	-------------------------	------------

State Data Key Ratios

Data on key areas for all public libraries in the state

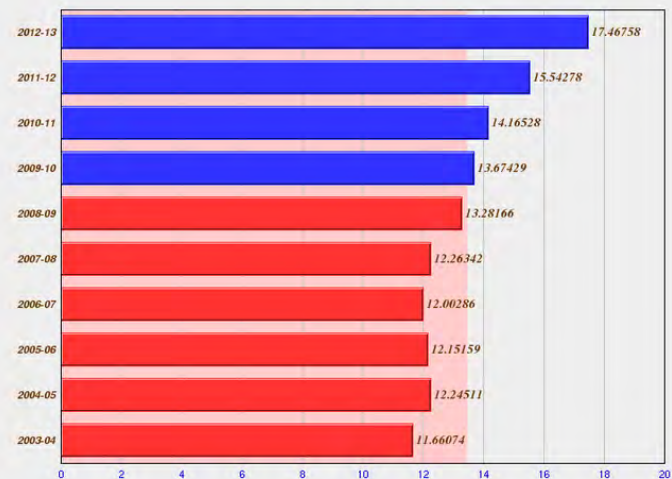
Circ per Capita – 10 yr

Circulation per Capita

Collection: **California Library Statistics**

	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13
Circulation										
Circulation per Capita										
A. K. SMILEY PUBLIC LIBRARY	3.96	4.03	3.75	3.59	3.55	3.64	3.73	3.82	3.87	3.74
ALAMEDA COUNTY LIBRARY	8.41	9.81	10.17	10.46	10.53	11.20	12.15	12.18	12.62	12.28
ALAMEDA FREE LIBRARY	6.78	6.70	6.62	6.12	7.55	7.92	8.36	8.23	7.75	7.47
ALHAMBRA PUBLIC LIBRARY	6.05	5.68	5.95	6.22	4.02	4.57	5.69	6.13	5.68	5.14
ALPINE COUNTY LIBRARY/ARCHIVES	13.70	14.07	16.55	17.93	17.02	16.89	22.01	28.29	28.50	25.63
ALTADENA LIBRARY DISTRICT	2.94	2.92	3.24	3.05	3.58	4.02	4.44	4.48	4.35	4.44
AMADOR COUNTY LIBRARY	2.37	--	--	2.28	2.20	2.49	2.56	2.56	2.57	2.46
ANAHEIM PUBLIC LIBRARIES	5.19	4.93	4.12	3.98	5.16	4.94	4.68	4.99	4.76	4.39
ARCADIA PUBLIC LIBRARY	11.58	12.66	12.61	12.53	12.61	12.88	12.79	12.89	13.71	13.88
AZUSA CITY LIBRARY	3.04	--	2.75	2.45	2.18	1.92	2.05	2.33	2.50	2.76
BANNING LIBRARY DISTRICT	4.57	4.39	3.75	3.60	3.99	4.36	3.64	4.14	3.25	2.24
BEAUMONT LIBRARY DISTRICT	3.86	3.36	2.73	2.32	2.38	2.96	3.22	3.18		
BELVEDERE-TIBURON LIBRARY	18.34	18.81	19.82	19.75	22.79	27.24	29.51	28.43		
BENICIA PUBLIC LIBRARY	11.66	12.25	12.15	12.00	12.26	13.28	13.67	14.17		
BERKELEY PUBLIC LIBRARY	14.73	15.54	14.22	14.67	16.36	18.20	19.25	17.15		
BEVERLY HILLS PUBLIC LIBRARY	24.75	24.02	17.26	14.70	15.34	19.85	19.47	19.95		
BLANCHARD/SANTA PAULA PUBLIC LIBRARY DISTRICT	2.50	2.33	2.46	2.46	2.81	2.87	2.57	2.63		
BRAWLEY PUBLIC LIBRARY	3.20	2.85	2.85	2.82	2.57	2.64	2.48	2.02		
BUENA PARK LIBRARY DISTRICT	5.45	5.64	5.90	6.02	6.20	6.32	5.54	5.68		
BURBANK PUBLIC LIBRARY	10.05	11.42	11.77	12.26	12.42	13.14	13.83	14.26		

Circulation per Capita
BENICIA PUBLIC LIBRARY



Comparative Data

Ready Reports ▼



California
STATE LIBRARY
THEIR VISION OUR HERITAGE. SHARING OUR FUTURE

Public Library Statistics Portal

California Public Library Statistics: Ready Reports

Trend Data - 5/10 Years

Data for all public libraries in selected areas for the past five fiscal years

Library Visits per Capita	Total Collection per Capita	Circulation per Capita	Total Expenditures per Capita
---	---	--	---

Data for all public libraries in selected areas for the past ten fiscal years

Library Visits per Capita	Total Collection per Capita	Circulation per Capita	Total Expenditures per Capita
---	---	--	---



Comparative Data

Downloadable Excel spreadsheets with current fiscal year data broken out by comparative areas – Population Served, Expenditure Per Capita, Governance

Population Served	Expenditures per Capita	Governance
-----------------------------------	---	----------------------------

State Data Key Ratios

Data on key areas for all public libraries in the state

Per Population Served

Population of Legal Service Area													
A	B	C	D	E	F	G	H	I	J	K	L	M	N
Population of Legal Service Area	Number of Public Libraries	Total Operating Income		Local Operating Income		State Operating Income		Federal Operating Income		Other Operating Income		Capital Outlay Income	
		Total	Per Capita	Total	Per Capita	Total	Per Capita	Total	Per Capita	Total	Per Capita	Total	Per Capita
Total	182	\$1,262,798,448	\$8,931.10	\$1,181,708,864	\$8,206.39	\$14,327,535	\$49.87	\$4,390,265	\$63.30	\$62,371,784	\$611.53	\$70,690,268	\$630.95
1,000,000 or more	7	\$400,135,020	\$27.92	\$375,432,537	\$25.62	\$10,388,598	\$1.05	\$217,773	\$0.02	\$14,096,112	\$1.23	\$7,353,960	\$0.61
500,000 to 999,000	8	\$234,137,225	\$36.90	\$223,177,019	\$35.03	\$534,372	\$0.10	\$313,786	\$0.05	\$10,112,048	\$1.72	\$21,675,994	\$2.97
250,000 to 499,000	13	\$150,375,148	\$34.52	\$138,404,893	\$31.73	\$736,216	\$0.18	\$1,895,565	\$0.48	\$9,338,474	\$2.13	\$2,317,043	\$0.68
150,000 to 249,999	23	\$97,684,341	\$22.04	\$90,300,433	\$20.40	\$919,668	\$0.21	\$338,448	\$0.07	\$6,125,792	\$1.35	\$9,354,268	\$2.04
100,000 to 149,000	26	\$146,466,640	\$44.73	\$139,076,364	\$42.53	\$503,252	\$0.16	\$411,012	\$0.13	\$6,476,012	\$1.92	\$4,993,310	\$1.46
70,000 to 99,999	20	\$73,560,594	\$44.13	\$67,384,267	\$40.51	\$207,391	\$0.13	\$405,271	\$0.23	\$5,563,665	\$3.26	\$12,484,262	\$7.02
50,000 to 69,999	26	\$63,670,817	\$39.49	\$56,967,306	\$35.48	\$439,296	\$0.28	\$349,258	\$0.22	\$5,914,957	\$3.51	\$5,377,315	\$3.17
25,000 to 49,000	29	\$44,499,917	\$46.79	\$42,118,439	\$44.15	\$311,726	\$0.33	\$271,728	\$0.34	\$1,798,024	\$1.96	\$5,009,179	\$5.26
10,000 to 24,999	23	\$26,860,718	\$76.15	\$25,102,450	\$71.06	\$161,203	\$0.38	\$61,781	\$0.22	\$1,535,284	\$4.50	\$1,673,137	\$5.63
0 to 9,999	7	\$4,345,144	\$178.33	\$3,518,716	\$150.38	\$6,300	\$0.36	\$76,000	\$3.83	\$744,128	\$23.75	\$1,800	\$0.14

Key Ratios



State Data Key Ratios

Data on key areas for all public libraries in the state

2012-2013 Summary Key Ratios	2011-2012 Summary Key Ratios	2010-2011 Summary Key Ratios	2009-2010 Summary Key Ratios	2008-2009 Summary Key Ratios
------------------------------	------------------------------	------------------------------	------------------------------	------------------------------

Resources

Data on income and expenditures for all public libraries in the state

2012-2013 Income	2011-2012 Income	2010-2011 Income	2009-2010 Income	2008-2009 Income
2012-2013 Expenditure	2011-2012 Expenditure	2010-2011 Expenditure	2009-2010 Expenditure	2008-2009 Expenditure

Services

Data on facilities, open hours, programming, collections, staffing and technology services for all public libraries in the state

2012-2013 Facility & Hours	2011-2012 Facility & Hours	2010-2011 Facility & Hours	2009-2010 Facility & Hours	2008-2009 Facility & Hours
2012-2013 Programs	2011-2012 Programs	2010-2011 Programs	2009-2010 Programs	2008-2009 Programs
2012-2013 Collection	2011-2012 Collection	2010-2011 Collection	2009-2010 Collection	2008-2009 Collection
2012-2013 Staffing	2011-2012 Staffing	2010-2011 Staffing	2009-2010 Staffing	2008-2009 Staffing
2012-2013 Technology Resources	2011-2012 Technology Resources	2010-2011 Technology Resources	2009-2010 Technology Resources	2008-2009 Technology Resources

Use

Data on circulation, borrowers, visits, program attendance, reference and technology usage for all public libraries in the state

2012-2013 Circulation	2011-2012 Circulation	2010-2011 Circulation	2009-2010 Circulation	2008-2009 Circulation
-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

Key Ratios for Visits

Visits

Collection: **California Library Statistics** Period: **2012-13, Start 2012-07** Months: **12**

Locations (173)	Visits	Visits per Capita	Visits per Borrower	Visits per Hour Open	Total Operating Expenditures per Visit
A. K. SMILEY PUBLIC LIBRARY	257,768	3.63	4.63	73.84	\$3.34
ALAMEDA COUNTY LIBRARY	4,891,575	8.55	13.79	277.82	\$5.05
ALAMEDA FREE LIBRARY	426,108	5.67	7.13	74.50	\$7.93
ALHAMBRA PUBLIC LIBRARY	525,017	6.27	6.76	182.77	\$5.22
ALPINE COUNTY LIBRARY/ARCHIVES	31,463	28.95	12.37	18.91	\$5.30
ALTADENA LIBRARY DISTRICT	388,586	7.39	18.73	\$2.47	\$6.19
AMADOR COUNTY LIBRARY	84,972	2.31	3.07	17.67	\$8.52
ANAHEIM PUBLIC LIBRARIES	1,317,889	3.81	8.32	96.12	\$5.83
ARCADIA PUBLIC LIBRARY	586,827	3.79	8.32	183.29	\$5.17
AZUSA CITY LIBRARY	184,659	3.37	4.75	61.66	\$6.55
Median	388,586	4.27			
Total	158,118,472				
Average	913,980	6.12			
Maximum	14,096,741	28.95			
Minimum	7,576	0.58			

Sort multiple columns by holding down the shift key and clicking another column header



temp_table_report_1414649439_14771_34103 - Microsoft Excel non-commercial

Location	Visits	Visits per Capita	Visits per Borrower	Visits per Hour Open	Total Operating Expenditures per Visit
1 Los Angeles Public Library	14,096,741	3.65	12.82	81	\$7.59
2 COUNTY OF LOS ANGELES PUBLIC LIBRARY	11,783,492	3.53	3.78	59	\$9.78
3 San Francisco Public Library	7,424,786	9.00	17.02	110	\$12.43
4 ORANGE COUNTY PUBLIC LIBRARY	6,669,453	4.30	15.59	76	\$5.60
5 San Jose Public Library	5,835,611	5.93	11.27	165	\$5.76
6 San Diego Public Library	5,818,741	4.39	7.21	75	\$6.82
7 SAN DIEGO COUNTY LIBRARY	5,678,239	5.32	6.77	64	\$5.62
8 ALAMEDA COUNTY LIBRARY	4,891,575	8.95	13.70	277	\$5.05
9 RIVERSIDE COUNTY LIBRARY SYSTEM	4,148,012	3.47	6.58	60	\$4.70
10 CONTRA COSTA COUNTY LIBRARY	4,068,772	4.20	8.38	73	\$5.85
11 Sacramento Public Library	4,062,724	2.96	5.72	81	\$8.67
12 Santa Clara County Library	3,257,843	7.78	15.04	153	\$9.58
13 FRESNO COUNTY PUBLIC LIBRARY	3,175,562	3.43	10.64	57	\$7.83
14 SAN MATEO COUNTY LIBRARY	2,363,824	8.66	14.25	77	\$7.82
15 SHASTA PUBLIC LIBRARIES	2,252,634	12.61	19.40	349	\$0.94
16 OAKLAND PUBLIC LIBRARIES	2,167,766	5.16	8.29	72	\$10.60
17 SONOMA COUNTY LIBRARY	1,985,630	4.05	9.11	82	\$7.57
18 SOLANO COUNTY LIBRARY	1,779,246	4.88	13.97	78	\$7.93
19 VENTURA COUNTY LIBRARY	1,593,228	4.25	5.86	90	\$4.89
20 SANTA CRUZ LIBRARIES	1,444,618	6.97	0.00	73	\$7.52
21 SANTA CLARA CITY LIBRARY	1,401,198	11.65	14.00	356	\$4.50
22 SANTA MONICA PUBLIC LIBRARY	1,373,663	15.09	14.68	131	\$8.10
23 Anaheim Public Libraries	1,317,689	3.81	8.32	90	\$5.83
24 PASADENA PUBLIC LIBRARY	1,250,308	8.93	5.82	54	\$9.52
25 SANTA BARBARA PUBLIC LIBRARY	1,234,478	5.61	12.34	86	\$4.97
26 LONG BEACH PUBLIC LIBRARY	1,229,700	2.63	5.58	58	\$10.97
27 RIVERSIDE PUBLIC LIBRARY	1,106,322	3.55	4.24	55	\$5.30

PAMPHLETS



Three Types of Pamphlets Available to Libraries

Bookmark



Tri-Fold

Full Page Brochure



2012-2013

Library Name Here

WHAT YOU CAN FIND AT

AUDIO
VIDEOS
PUBLIC
INTERNET
COMPUTER
DATABASES
MAGAZINES
& NEWSPAPERS
BOOKS + E-BOOKS

PROGRAMS

PROGRAMS
OFFERED

PROGRAM ATTENDANCE

TOTAL CIRCULATION

Library Name Here

TOTAL LIBRARY VISITS

REGISTERED BORROWERS

TOTAL
SERVICE HOURS

EXPENDITURES

SALARY:

BENEFITS:

COLLECTION:

OTHER:

TOTAL EXPENDITURES



Bookmark

PERFORMANCE DETAILS



TOTAL LIBRARY VISITS

TOTAL CIRCULATION

TOTAL COLLECTION



TOTAL OPERATING INCOME



TOTAL EXPENDITURES

Did You Know?

- There were 158,118,472 annual visitors to California libraries in 2013!
- There are more public libraries than McDonald's in the U.S. – a total of 16,766 including branches.
- In California, 20% of the population is a frequent moviegoer and 56.5% of the population have a library card!
- There are 1,741,653 electronic materials available in California public libraries!
- Americans go to school, public and academic libraries more than three times more often than they go to the movies.
- A 2012 poll conducted for the American Library Association (ALA) found that 94% of respondents agreed that public libraries play an important role in giving everyone a chance to succeed because they provide free access to materials and resources.
- The 2011-2012 ALA Libraries Connect Communities study reported that 76.3% of libraries reported offering e-books. Public libraries held more than 18.5 million e-books in 2010.
- Almost 89% of public library outlets now offer wireless Internet access.
- More than 92% of public libraries provide services for job seekers.

WELCOME TO

Library Name Here

Tri-Fold Outside

Library Image Here

WHAT YOU CAN FIND AT



AUDIO

VIDEOS

**PUBLIC
INTERNET COMPUTER**

DATABASES

**MAGAZINES
& NEWSPAPERS**

BOOKS + E-BOOKS



EXPENDITURES

SALARY:

BENEFITS:

COLLECTION:

OTHER:

**TOTAL EXPENDITURES
PER CAPITA**

A MESSAGE FROM THE
LIBRARY DIRECTOR

*Tri-Fold
Inside*

LIBRARY HOURS



TOTAL LIBRARY VISITS



REGISTERED BORROWERS

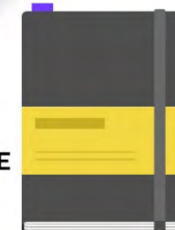


**TOTAL
SERVICE HOURS**

PROGRAMS

**PROGRAMS
OFFERED**

PROGRAM ATTENDANCE



TOTAL CIRCULATION

Library Name Here

2012-2013

WHAT YOU CAN FIND AT

TOTAL LIBRARY VISITS



AUDIO
VIDEOS
PUBLIC
INTERNET
COMPUTER
DATABASES
MAGAZINES
& NEWSPAPERS
BOOKS + E-BOOKS

PROGRAMS

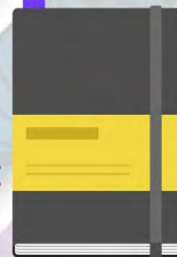


REGISTERED BORROWERS



TOTAL
SERVICE HOURS

PROGRAMS
OFFERED



PROGRAM ATTENDANCE

EXPENDITURES

SALARY:

BENEFITS:

COLLECTION:

OTHER:

TOTAL EXPENDITURES

TOTAL CIRCULATION



TOTAL OPERATING INCOME

Library Information

Full Page
Brochure



How to Build a Pamphlet

1.

2.

MY
LIBRARY

3.

4.



1. Go to https://ca.countingopinions.com/main.php?page_id=9
2. Log in to your Counting Opinions account with your ID and password
3. Click “Pamphlets”
4. *Click one of the three 2012-2013 pamphlets of your choice*
5. *VOILA! It's that simple!*

The pamphlet will auto-populate with the data selected. You will have separate text boxes to add your library's logo, contact information and other general information including a message from the Director.

Z-Fold: Another Pamphlet Style

Designed by Fresno County Public Library, this is a large according style pamphlet with information on both sides, called a Z-Fold.



NEED MORE?

California Public Library Statistics: Ready Reports

Summary Data

[2012-2013 Summary Data](#) [2012-2013 Outlet Data](#) [2012-2013 Bookmobile Data](#)

Trend Data - 5/10 Years

Data for all public libraries in selected areas for the past **five** fiscal years

[Library Visits per Capita](#) [Total Collection per Capita](#) [Circulation per Capita](#) [Total Expenditures per Capita](#)

Data for all public libraries in selected areas for the past **ten** fiscal years

[Library Visits per Capita](#) [Total Collection per Capita](#) [Circulation per Capita](#) [Total Expenditures per Capita](#)

Comparative Data

Downloadable Excel spreadsheets with current fiscal year data broken out by comparative areas – Population Served, Expenditure Per Capita, Governance

[Population Served](#) [Expenditures per Capita](#) [Governance](#)

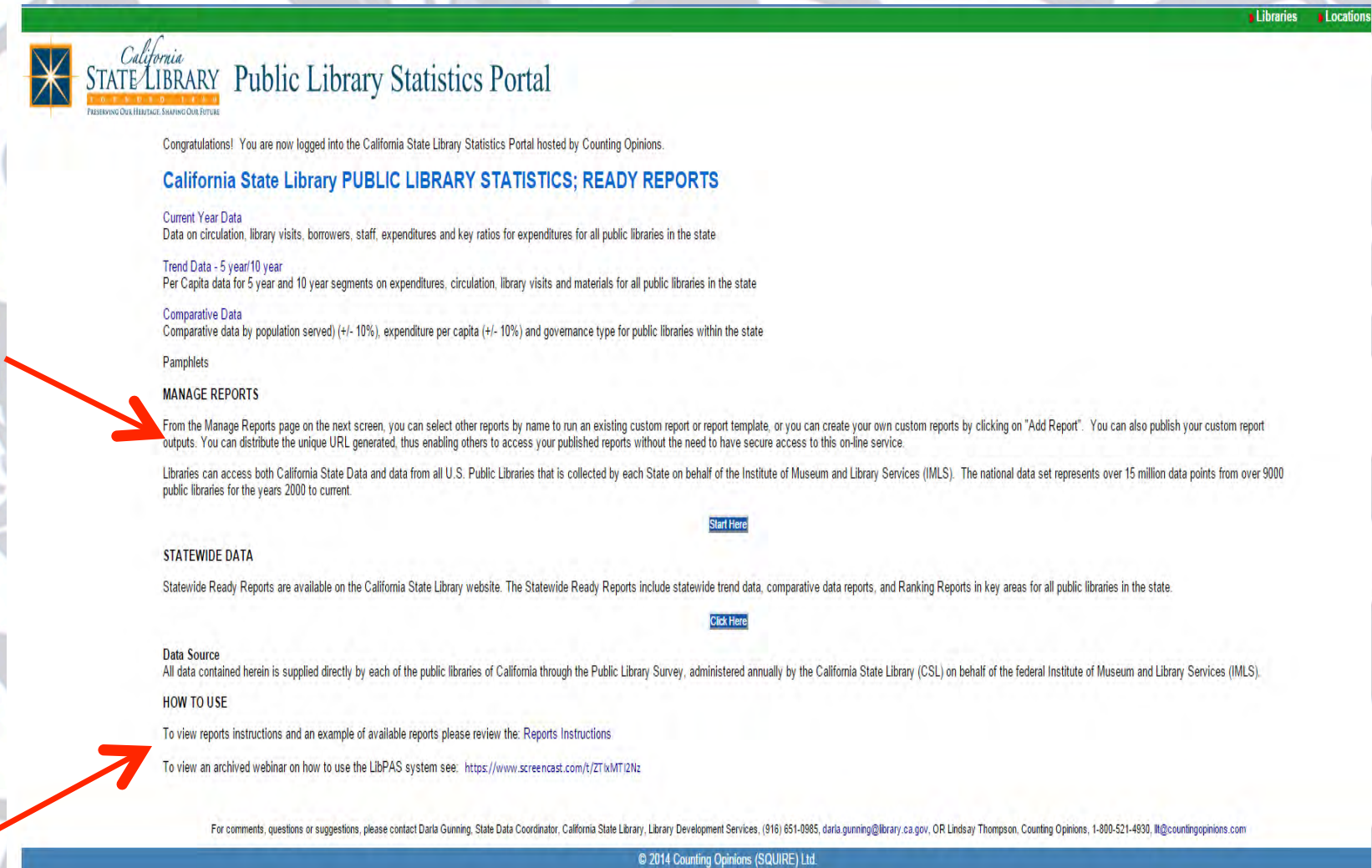
State Data Key Ratios

Data on key areas for all public libraries in the state


[feedback](#)

<http://californialibrarystatistics.com>

NEED MORE?



Libraries Locations

 **California STATE LIBRARY** Public Library Statistics Portal
PRESERVING OUR HERITAGE. SHAPING OUR FUTURE

Congratulations! You are now logged into the California State Library Statistics Portal hosted by Counting Opinions.

California State Library PUBLIC LIBRARY STATISTICS; READY REPORTS

Current Year Data
Data on circulation, library visits, borrowers, staff, expenditures and key ratios for expenditures for all public libraries in the state

Trend Data - 5 year/10 year
Per Capita data for 5 year and 10 year segments on expenditures, circulation, library visits and materials for all public libraries in the state

Comparative Data
Comparative data by population served) (+/- 10%), expenditure per capita (+/- 10%) and governance type for public libraries within the state

Pamphlets

MANAGE REPORTS

From the Manage Reports page on the next screen, you can select other reports by name to run an existing custom report or report template, or you can create your own custom reports by clicking on "Add Report". You can also publish your custom report outputs. You can distribute the unique URL generated, thus enabling others to access your published reports without the need to have secure access to this on-line service.

Libraries can access both California State Data and data from all U.S. Public Libraries that is collected by each State on behalf of the Institute of Museum and Library Services (IMLS). The national data set represents over 15 million data points from over 9000 public libraries for the years 2000 to current.

[Start Here](#)

STATEWIDE DATA

Statewide Ready Reports are available on the California State Library website. The Statewide Ready Reports include statewide trend data, comparative data reports, and Ranking Reports in key areas for all public libraries in the state.

[Click Here](#)

Data Source
All data contained herein is supplied directly by each of the public libraries of California through the Public Library Survey, administered annually by the California State Library (CSL) on behalf of the federal Institute of Museum and Library Services (IMLS).

HOW TO USE

To view reports instructions and an example of available reports please review the: [Reports Instructions](#)

To view an archived webinar on how to use the LibPAS system see: <https://www.screencast.com/t/ZT1wMT12Nz>

For comments, questions or suggestions, please contact Darla Gunning, State Data Coordinator, California State Library, Library Development Services, (916) 651-0985, darla.gunning@library.ca.gov, OR Lindsay Thompson, Counting Opinions, 1-800-521-4930, ll@countingopinions.com

© 2014 Counting Opinions (SQUIRE) Ltd.

QUICK TRICK

<http://californialibrarystatistics.com>



<http://californialibrarystatistics.com>



NEED MORE?

Infographics

**What's New in Library
Measurement**

NEED LOGIN?

Your Library Director

**Darla Gunning, State Data
Coordinator, California State
Library, Library Development
Services**

(916) 651-0985

darla.gunning@library.ca.gov

<http://californialibrarystatistics.com>

????????????????????



Infopeople



helping libraries think differently

Infopeople webinars are supported in part by the U.S. Institute of Museum and Library Services under the provisions of the Library Services and Technology Act, administered in California by the State Librarian. This material is licensed under a Creative Commons 3.0 Share & Share-Alike license. Use of this material should credit the author and funding source.