

Progress toward 2023 GOALS: 20% annual increase of customer visits and new cardholders

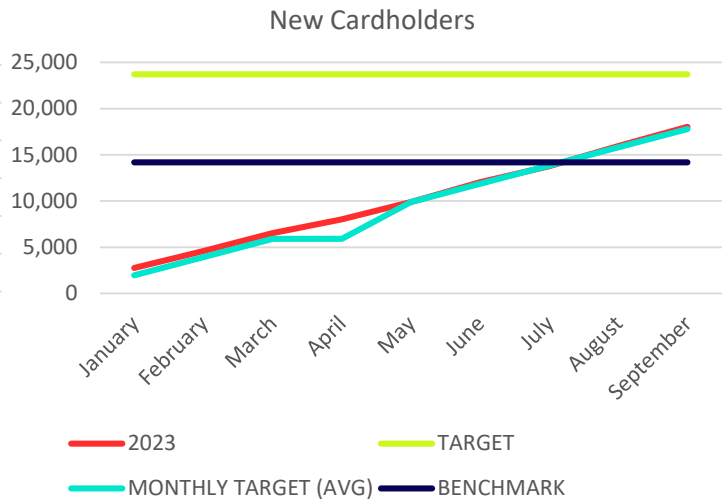
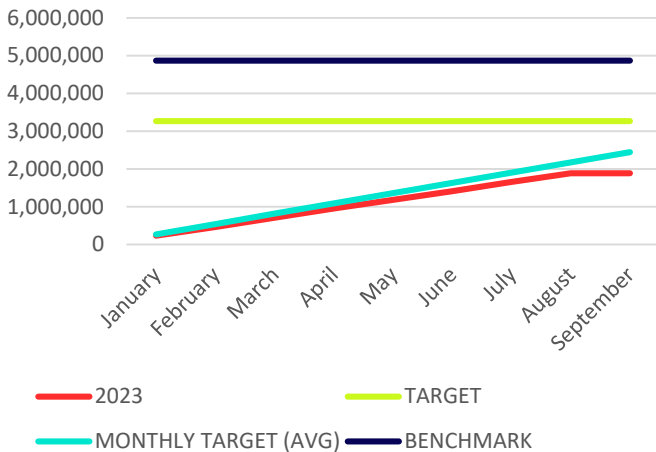
Customer Clusters: Behavior Segments

OrangeBoy/Savannah data last 3 months (July-Sept)

Cluster	Percent of Customers	Customers
Occasionals	37.49%	21,042
Digitarians	25.31%	14,204
Page Turners	10.52%	5,902
Bedtime Stories	9.96%	5,592
New Cardholders	6.32%	3,547
Rising Stars	3.12%	1,749
Unknown	1.79%	1,006
Transitionals	1.77%	991
Bright Future	1.75%	980
Dependables	1.20%	673
Double Feature	0.41%	228
Audiophiles	0.38%	211

Visits (Goal Total Visits = 3,265,087)		
Year to Date		
Physical	Virtual	Total
555,532	1,561,427	2,116,959

Cardholders (Goal New Cardholders = 23,710)		
Year to Date		
New	Active	Total
18,013	56,116	119,406

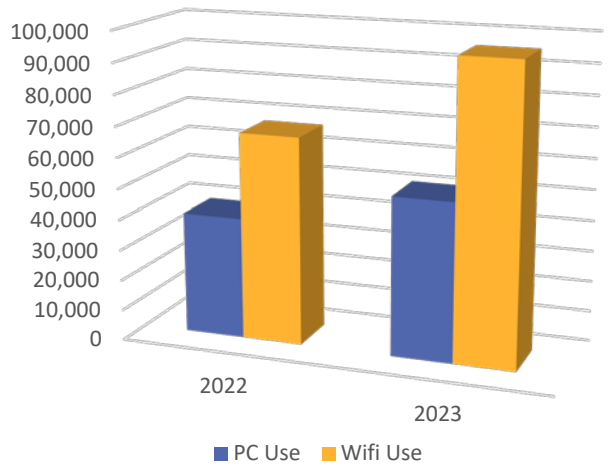
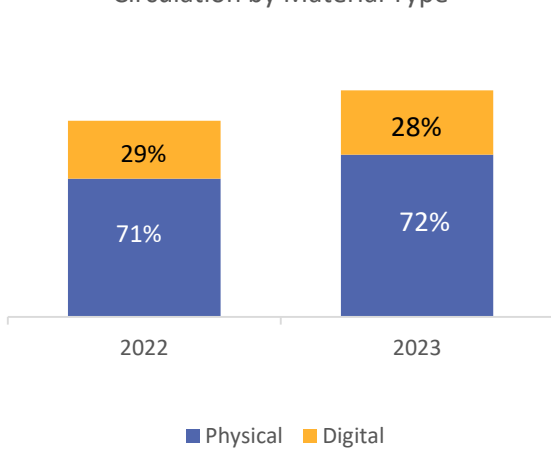


September 2023 Dashboard

Borrowing			
Year to Date Comparison			
	Physical	Digital	Total
2023	1,552,480	615,837	2,168,317
2022	1,324,517	551,714	1,876,231

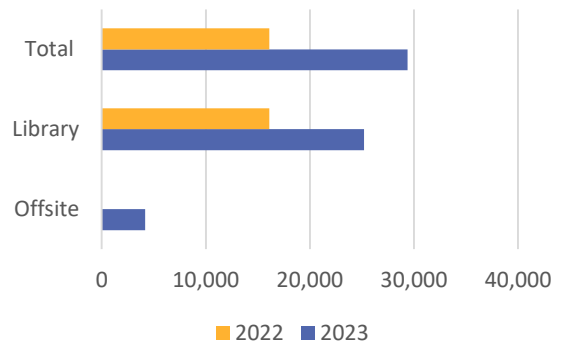
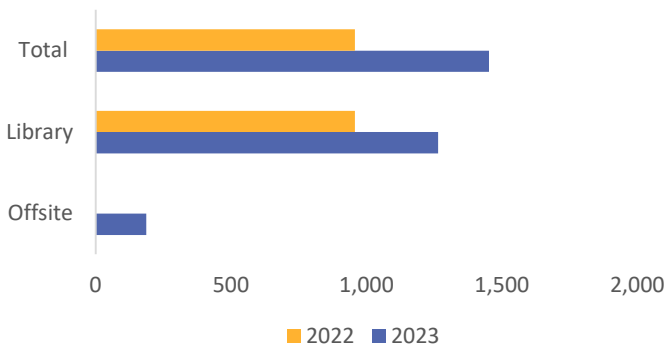
Tech Access			
Year to Date Comparison			
	PC Use	WiFi Use	Total
2023	51,553	95,971	147,524
2022	39,693	67,513	107,206

Circulation by Material Type



Number of Programs			
Year to Date Comparison			
	Offsite	Library	Total
2023	187	1,265	1,452
2022		957	957

Program Attendance			
Year to Date Comparison			
	Offsite	Library	Total
2023	4,184	25,198	29,382
2022		16,111	16,111



September 2023 Dashboard

Quick Overview of Customer Clusters

Cluster Name	Behaviors
Occasionals	Have not used their card in at least 12 weeks to a year prior
Digitarians	Primarily use digital resources - Libby, Hoopla, etc.
Page Turners	Primarily borrow adult and teen print
Bedtime Stories	Adults who borrow children's materials
New Cardholders	Signed up within the past 12 weeks and have not been placed into a behavior cluster
Rising Stars	Youth between the age of 0-12
Unknowns	Engaging with the Library but the activity is not or cannot be tracked in Savannah
Transitionals	Borrow both digital and physical circulation
Bright Futures	Teens between the age of 13-17
Dependables	Use a mixture of physical circulation types – Adult print, DVDs, etc.
Double Feature	Primarily borrow A/V (DVDs, CDs, etc)
Audiophiles	Primarily borrow physical audiobooks