poudre libraries

October 2023 Dashboard

Q3 Market Reach

70%

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

Legend: ● Library ● Budget Category ● Population Category ● Savannah

Visits (Goal Total Visits = 3,265,087)		
Year to Date		
Physical	**Virtual**	**Total**
555,532	1,726,273	2,281,805

Cardholders (Goal New Cardholders = 23,710)		
Year to Date		
New	**Active**	**Total**
19,878	57,975	121,066

New Cardholders
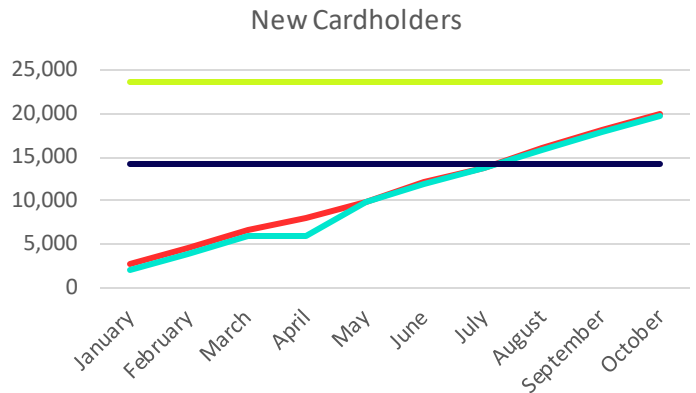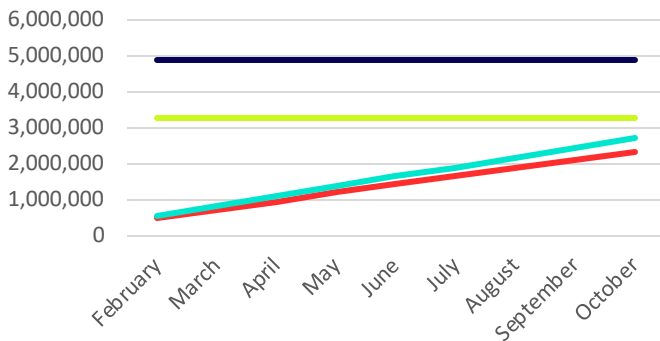

Legend: 2023 — TARGET — MONTHLY TARGET (AVG) — BENCHMARK

October 2023 Dashboard

Borrowing
Year to Date Comparison

	Physical	Digital	Total
2023	1,719,950	685,000	2,400,497
2022	1,474,225	613,192	2,087,417

Circulation by Material Type

29%

72%

■ Physical ■ Digital

Tech Access
Year to Date Comparison

	PC Use	Wi-Fi Use	Total
2023	57,666	109,378	167,044
2022	45,051	78,469	123,520

■ PC Use ■ Wifi Use
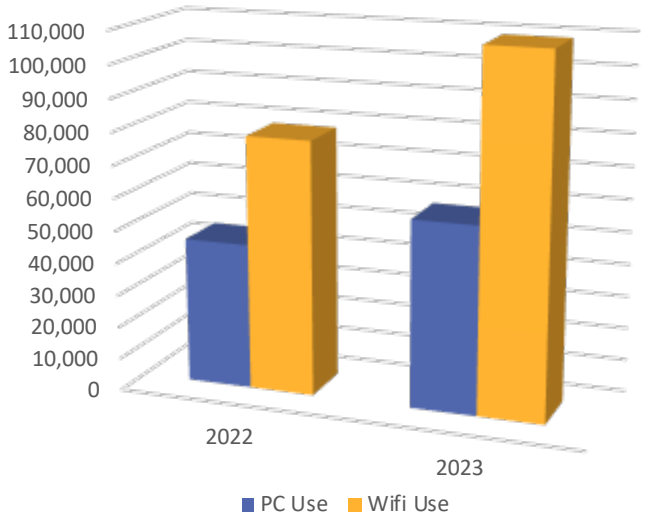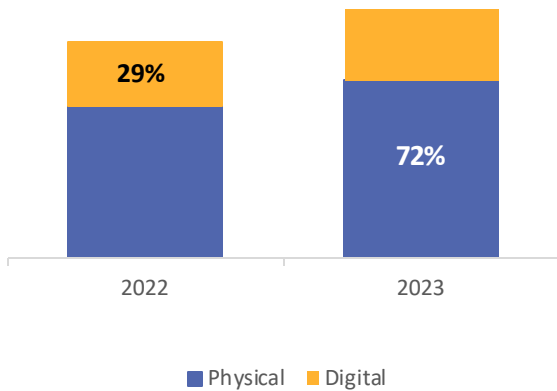
Number of Programs
Year to Date Comparison

	Offsite	Library	Total
2023	197	1,441	1,638
2022		1,161	1,161

□ 2022 ■ 2023

Program Attendance
Year to Date Comparison

	Offsite	Library	Total
2023	5,159	29,029	34,188
2022		18,885	18,885

■ 2022 ■ 2023

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