METRICS
The metrics tab triangulates traditional usage statistics with other data points to add additional context. These calculated metrics are then compared to a selected benchmark.

COMMUNITY USAGE: VISITS
Visits per Capita for the last 30 days
Gale Demo Library... 11.77
National Average 5
Total visits relative to total service area population

COMMUNITY USAGE: DIGITAL
Electronic Circulation per Capita for the last 30 days
Gale Demo Library... 143.16
National Average 1
Total electronic circulation relative to service area population

COMMUNITY USAGE: CIRCULATION
Circulation per Capita for the last 30 days
Gale Demo Library... 143.16
National Average 7
Total circulation relative to total service area population

CARDHOLDER CIRCULATION ENGAGEMENT
Circulation per Cardholder for the last 30 days
Gale Demo Library... 34.33
National Average 7
Total circulation relative to total cardholder count

LOCATION ACTIVITY
Circulation per open hour
Gale Demo Library... 3,579.1
National Average 820
Total circulation relative to the number of open library hours

COMMUNITY PENETRATION
Saturation Rate (%)
Gale Demo Library... 60.62
National Average 50.62
Total cardholders relative to total service area population
## METRICS

### COLLECTION PER CAPITA
- **Holdings per Capita**
  - **Gale Demo Library**: 10
  - **National Average**: 17
  - Collection items held relative to service area; physical materials available to the community served

### PHYSICAL MATERIAL USAGE
- **Turnover rate**
  - **Gale Demo Library**: 14.32
  - **National Average**: 2
  - Circulation relative to the number of items in the collection

### STAFFING RATIO: POPULATION
- **Service Area Residents per FTE**
  - **Gale Demo Library**: 50
  - **National Average**: 342.47
  - Full time equivalent staff relative to population

### STAFFING RATIO: CARDHOLDERS
- **Cardholders per FTE**
  - **Gale Demo Library**: 208.5
  - **National Average**: 1,289
  - Total cardholders relative to full time equivalent staff

### STAFFING RATIO: SPACE
- **FTE per Square Foot**
  - **Gale Demo Library**: 0.07
  - **National Average**: 0.01
  - Full time equivalent staff relative to public square feet within the library system

### TOTAL OPEN HOURS
- **Total Open Hours**
  - **Gale Demo Library**: 2,000
  - **National Average**: 2,089
  - Total hours library is open across all branches and locations
The circulation tab visualizes circulation data to give you different views of how your collection is being utilized and how patrons are engaging with your collection, both physical and digital.

**CIRCULATION**

**TREND ANALYSIS OVER TIME**

**TOTAL CIRCULATION BY GENRE**

**PATRON CHECKOUTS BY GENRE**

**CIRCULATION BY MATERIAL or RESOURCE**

**OVERLAP BY RESOURCE TYPE**

**RESOURCE or MATERIAL BY PATRON**

**TREND ANALYSIS BY BRANCH**

**TREND ANALYSIS BY GENRE**

**PATRON CHECKOUTS BY TYPE**

**TOTAL CIRCULATION BY GENRE**

**CIRCULATION**

**OVERLAP BY RESOURCE TYPE**

**TREND ANALYSIS OVER TIME**

**TREND ANALYSIS BY BRANCH**

**TREND ANALYSIS BY GENRE**

**PATRON CHECKOUTS BY GENRE**

**CIRCULATION BY MATERIAL or RESOURCE**

**OVERLAP BY RESOURCE TYPE**

**RESOURCE or MATERIAL BY PATRON**

**TREND ANALYSIS OVER TIME**

**TREND ANALYSIS BY BRANCH**

**TREND ANALYSIS BY GENRE**

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**TREND ANALYSIS BY GENRE**

**PATRON CHECKOUTS BY GENRE**

**CIRCULATION BY MATERIAL or RESOURCE**

**OVERLAP BY RESOURCE TYPE**

**RESOURCE or MATERIAL BY PATRON**
Patron Status

The Patron Status tab summarizes your patron base, in the context of registered locations, activity, age category, and more.

- **Unique Patron Count**: 208,502
- **Patron Age Breakdown**
- **Patron Breakdown by Location**
- **Patrons with Activity Count**
- **Patron Status by Branch**
- **Patron Checkouts by Type**
- **Patron Status Breakdown**
- **Daily Active Patron Count**
PATRON GROUPS
The Patron Groups tab summarizes and visualizes the patron groups within your patron base.

GROUP LIST
Filterable group list organized by membership largest to smallest

TREND ANALYSIS
Groups by membership size

POPULARITY LIST
Most popular groups by membership size

WORD CLOUD
Visual representation of groups, size is determined by group membership
The Programs tab provides a high level view of program attendance and sessions.

**PROGRAMS HELD**
Current year and prior year

**TREND ANALYSIS**
Program attendance by location

**COUNT AND COMPARISON**
Programs held monthly, annually, prior year, and year over year

**TREND ANALYSIS**
Program attendance by patron age category
SYSTEM USAGE
The System Usage tab details trends in usage within individual systems.

FREEGAL USAGE

Showing data for 30 days

PUBLIC COMPUTER USAGE

Showing data for 30 days

SIRSI DYNIX USAGE

Showing data for 30 days
HISTORIC USAGE
The Historic Usage tab summarizes usage across different library resources for the last 13 months, including year over year percent change calculations.

TREND ANALYSIS: VISITS
Branch Visit History
Showing data for the past 13 months

Visits by branch with calculated year over year change

TREND ANALYSIS: COMPUTER USAGE
Computer Use History
Showing data for the past 13 months

Public computer sessions by branch with calculated year over year change

TREND ANALYSIS: PROGRAM HISTORY
Program Session History
Showing data for the past 13 months

Program sessions offered by branch with calculated year over year change

PROGRAM SUMMARY

Program session and attendance by location and age category, with calculated annual percent change
HISTORIC USAGE

**TREND ANALYSIS: PROGRAM ATTENDANCE**
Program Attendance History
Showing data for the past 13 months

- Program Attendance by branch with calculated year over year change

**TREND ANALYSIS: TRANSACTIONS**
Transaction History
Showing data for the past 13 months

- Transaction history by genre/subject with calculated year over year change

**TREND ANALYSIS: WiFi USAGE**
WiFi Use History
Showing data for the past 13 months

- WiFi Sessions by branch with calculated year over year change
MARKETING
The Marketing tab provides a summary of patron engagement with emails and social media as well as upcoming marketing and social media activity.

MANDRILL MAIL STATISTICS

Mail Stats for Mandrill Client 31113209
Reputation: 2
Hourly Quota: 500
Backlog: 0

Mail Statistics

<table>
<thead>
<tr>
<th>Period</th>
<th>Sent</th>
<th>Hard Bounces</th>
<th>Soft Bounces</th>
<th>Reopens</th>
<th>Complaints/Unsubscribe/Opens</th>
<th>Unique Opens</th>
<th>Clicks</th>
<th>Unique Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Today</td>
<td>0</td>
<td>0</td>
<td>0</td>
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<td>0</td>
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<tr>
<td>All Time</td>
<td>4894</td>
<td>2587</td>
<td>1258</td>
<td>10735</td>
<td>11</td>
<td>0</td>
<td>195</td>
<td>73</td>
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SCHEDULED EMAILS

Upcoming Scheduled Emails
Showing data for 60 days

<table>
<thead>
<tr>
<th>Email</th>
<th>Send Date</th>
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<tbody>
<tr>
<td>Science Fiction News</td>
<td>Aug 28, 2020</td>
</tr>
</tbody>
</table>

SOCIAL MEDIA SUMMARY

Social Engagement

<table>
<thead>
<tr>
<th>Account Name</th>
<th>Likes:</th>
<th>Followers:</th>
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<tbody>
<tr>
<td>Twitter Gale Demo Library</td>
<td>0</td>
<td>12</td>
</tr>
<tr>
<td>Facebook Gale Engage - Gale Demo Library</td>
<td>0</td>
<td>53</td>
</tr>
<tr>
<td>Twitter Gale Engage</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Youtube Gale Engage</td>
<td>0</td>
<td>8</td>
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</table>

SCHEDULED SOCIAL

Upcoming Scheduled Social Posts
Showing data for 30 days

<table>
<thead>
<tr>
<th>Service</th>
<th>Body</th>
<th>Send Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>Test posting in the future</td>
<td>Aug 20, 2020</td>
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</tbody>
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