
Annual Statistical Report

Hall County Library System
Gainesville, Georgia

2012

During 2012 the Hall County Library System struggled with declining revenue impacted service at all levels. Budget deficiencies required we re-evaluate staffing, materials purchased, databases subscribed to, programming, and library hours of operation. We also closed two facilities. Statistics reflect a drop in total transactions, certainly as a result of losing our Clermont and East Hall branches but also due to fewer hours of operation. Book lending through the PINES Network saw a drop with more of our local patrons placing holds but fewer from outside the county borrowing from us. Public library Internet access remained popular especially for many who have had to drop that service at home but this service does require access to library buildings. During the year, the library continued to provide audiobook downloads to MP3 players, eBooks, computer classes, resume databases, and entertainment in the form of movies. It remained the largest provider of pre-K reading through its picture book collections, story times and other programs promoting reading for youngsters. Homeschool parents also continue to use us as their “school library” as they have no other resource for study materials. The library system’s influence remains far reaching; we still managed to provide a quality service to our 99,000 card holders and over 430,000 who visited our buildings during the year.

The figure entered as “total transactions” on the master chart above represents the work load of HCLS staff during a specific year. Surveys and counts taken throughout the year are compiled and included tallies from each branch and the system as a whole.

In 2012 actual circulation declined by 12%. Our PINES network transfers into the library system from libraries outside the county dropped by 11%, a reflection of reduced hours. But budget limitations meant we still maintained significant title transfer requests from other library systems for our patrons and holds continue to impact the workload of Circulation Services in all outlets. The time expended in retrieving 91,893 items on hold included processing all requests, retrieving items, opening shipping bags, transferring items by courier and repackaging books to return when the loan time expired. Though patrons have the computerized capability to place a book on hold by themselves, many still require the assistance of staff to accomplish this task. We also experienced 21% fewer visits and Internet activity declined by 26%. Finally, we had a 25% decline in children’s attendance at programs. Once again, a direct reflection of fewer operating hours we provided during the year.

Expenditure Comparisons

This chart compares local per capita expenditures of Hall County with library systems in surrounding North Georgia counties. Hall County experienced a 6% drop from last year and remains below the state average of \$14.77 for FY2011. We are a full \$7.40 less than Gwinnett County, our neighbor to the Southeast.

Library System	FY 2010	FY 2011
State	\$ 16.54	\$ 14.77
Atlanta Fulton	\$ 30.17	\$ 29.86
Dekalb	\$ 19.35	\$ 16.83
Forsyth	\$ 38.25	\$ 22.31
Chestatee	\$ 16.80	\$ 13.84
Mountain Regional	\$ 10.22	\$ 8.92
Piedmont	\$ 9.43	\$ 10.57
Gwinnett	\$ 24.86	\$ 20.84
Hall	\$ 14.24	\$ 13.41

For the third year in a row, our book budget has decreased resulting in continued emphasis on careful title selection and book purchases. We balance the public’s requests for current popular fiction with the need for quality non-fiction titles that highlight current events. While our selection policy is to provide for all branches, we had to limit the selection available to our smallest branches and turn to holds to meet their demand. More fiction books than non-fiction books were purchased, and we turned to a perceptive branch staff in touch with their patrons’ needs and interests to guide our purchasing.

Rankings

The following chart was from data compiled by the Georgia Public Library Service. Hall County’s visits per capita have declined, as has computer usage. Operating expenditures continue to fall far below that of the National Average but at \$2.32 per capita collection expenditures were above many other library systems in Georgia.

Comparison of where Hall County benchmarks in July 2012	National Average 2009	Georgia Average 2009	Georgia Average 2010	Georgia Average 2011	Hall County 2009	Hall County 2010	Hall County 2011
Visits per capita	5.35	3.6	4.33	3.6	5.38	3.1	2.9
Circulation per capita	8.12	5.06	4.68	4.46	4.46	5.1	4.28
Computers per 5000	3.91	3.43	3.77	3.54	5.06	5.07	4.17
Books and magazines per capita	2.75	1.73	1.66	1.8	1.6	1.37	1.3
Operating expenditures per capita	\$36.84	\$21.33	\$19.02	\$18.73	\$18.93	\$23.46	\$15.77
Collection expenditures per capita	\$4.41	\$2.60	\$1.80	\$1.89	\$3.35	\$1.70	\$2.09

Reference Fill Rate

One week a year staff keeps track and counts the number of questions asked by our patrons. We determine if the question is one that we can answer with our resources or if it is necessary to refer the individual to an outside agency. From September 23, 2012 through September 28, 2012 staff at all branches counted interactions with the public including directions, assistance with computer operation, the location of books, and help with a more complicated questions. Our responses come from the knowledge we have of our print and electronic resources. The figures gathered during this week reflect a drop in numbers. The decrease in the number of patron visits would affect the number of questions asked.

The chart below shows an increase in the percentage of queries that were answered correctly.

Reference Questions Answered by % FY 2008 - 2012	2008			2009			2010			2011			2012		
	Answered	Not Answered	Referred	Answered	Not Answered	Referred	Answered	Not Answered	Referred	Answered	Not Answered	Referred	Answered	Not Answered	Referred
Blackshear Place	96	1.9	1.6	84.2	5	10.4	95	1.9	3	87	4.2	8.7	85	5	10
Clermont	95	3	2	86.5	5	7.4	91	1.9	7	98	1.7	0			
East Hall	97	0	3	95.9	1	2.6	87	4	9	95	1.5	3.9			
Murrayville	100	0	0	93.9	3	2.2	94	0.64	5	99	0.8	0	82	1	17
Spout Springs				97.4	0.8	1.6	88	0.4	12	97	0	2	99	1	0
Gainesville	83	4	13	82	5	12.3	84	2.7	13	84	5	11	91	1	9
System	91	2	7	89.983	3.3	6.0833	89	1.86	8.7	93.333	2.2	4.2667	89	8	36
Total # Questions	2685	77	209	2213	103	210	3498	92	429	2878	106	247	2561	17	388

In Library Use

Visitors of the library come for many reasons. Some adults bring a youngster to listen to a story being read, or to participate in an educational but fun project. Many adults come to the library to access the internet. It is a source of relaxation and resource for job hunting, resume creating and general research. Patrons are asked to take into account the items that they perused during their library visit. We encourage them to set aside all books and magazines that were considered, accessed and used in house but not checked out and taken home. Staff counts those materials and a master total is determined.

The In Library survey was held during one week in the summer, August 20 – 25, 2012 and another in the winter, February 11 – 16, 2013. The results are compiled on the two following pages. The weeks that are chosen are typical weeks, those without special events, holiday or furlough closings. Local schools are in session during the survey weeks. On an hourly basis, staff walks the aisles, collects and counts materials to tally them according to the material type. Items are re-shelved so as to avoid a duplicate count during the next hour. The final tally is the figure for the yearly inside usage of library resources.

In Library Use Materials - Total Items Used Per Fiscal Year - 2012

	Blackshear Place					Clermont					East Hall				
	2008	2009	2010	2011	2012	2008	2009	2010	2011	2012	2008	2009	2010	2011	2012
Fiction	22150	14858	20835	15146	12623	5519	3294	4414	6080	0	14217	12712	5007	12925	0
Nonfiction	23785	17442	18879	13830	8747	1014	732	1640	1021	0	6075	4767	3060	6321	0
Easy	17222	10336	10405	8422	6222	2574	1464	2895	2493	0	9088	9988	2503	9376	0
Magazines	7517	5168	5214	2656	3902	668	366	265	498	0	2191	1589	920	1974	0
Newspaper	4148	2907	2704	2919	2678	519	549	723	617	0	1344	908	620	1527	0
Microfilm	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Multimedia	9780	8721	9198	12395	8798	1757	732	1423	760	0	6449	5675	5628	7731	0
Reference	2288	1292	2148	1914	714	74	0	120	47	0	124	227	684	3008	0
Other	10233	4845	1786	5599	3774	74	0	0	0	0	12898	13166	8645	11209	0
Total	97123	65569	71169	62881	47458	12199	7137	11480	11516	0	52386	49032	27067	54071	0

	Murrayville					Spout Springs					Adult - GVL				
	2008	2009	2010	2011	2012	2008	2009	2010	2011	2012	2008	2009	2010	2011	2012
Fiction	2091	5668	6211	5687	11956	18353	19652	22110	16081	25494	15988	23250	17256	27676	
Nonfiction	1394	1308	1642	1557	2207	20286	24770	27182	14157	49329	29808	33922	30120	29452	
Easy	3436	5014	3712	2643	7106	12558	27571	18233	13740	1558	0	22	48	50	
Magazines	622	654	666	755	1043	5152	9005	9332	7302	28788	12481	17625	12648	9892	
Newspaper	647	872	1023	684	776	1288	3790	3206	3330	4123	6206	2214	3336	2317	
Microfilm	224	0	0	0	0	0	0	0	0	2388	3576	2103	1992	568	
Multimedia	1245	1744	737	1439	776	8050	13713	10815	7820	10760	9620	10052	9624	13888	
Reference	224	0	119	70	0	3542	1183	406	1281	17549	15734	14968	11712	8237	
Other	1269	0	47	0	0	11592	9126	10815	5822	929	1753	354	2088	2021	
Total	11152	15260	14157	12835	23864	80821	108810	102099	69533	140918	95166	104510	88824	94101	

	Gainesville - Youth Services					Gainesville -- Total GVL					System				
	2008	2009	2010	2011	2012	2008	2009	2010	2011	2012	2008	2009	2010	2011	2012
Fiction	10233	12573	9300	12888	14060	35727	28561	32550	30144	41736	79704	83446	88669	92092	82396
Nonfiction	12973	14304	16120	15264	17884	62302	44112	50042	45384	47336	94570	88647	100033	95295	72447
Easy	9001	12666	18135	19200	16969	10559	12666	18157	19248	17019	42879	52026	65243	60415	44087
Magazines	1181	1707	1018	936	911	29969	14188	18643	13584	10803	40967	27117	34713	28799	23050
Newspaper	0	0	0	0	0	4123	6206	2214	3336	2317	10781	12730	11074	12289	9101
Microfilm	0	0	0	0	0	2388	3576	2103	1992	568	2612	3576	2103	1992	568
Multimedia	5833	5075	11447	11232	9199	16593	14695	21499	20856	23087	35824	39617	52198	53996	40481
Reference	427	622	155	96	296	17976	16356	15123	11808	8533	20686	21417	19377	17253	10528
Other	46086	6067	5447	7152	5869	47015	7820	5801	9240	7890	71489	37423	25405	36863	17486
Total	85734	53014	61622	66768	65188	226652	148180	166132	155592	159289	399512	365999	398815	398994	300144

In Library Use Materials - % Items Used Per Fiscal Year By Category - 2012

	Blackshear Place					Clermont					East Hall				
	2008	2009	2010	2011	2012	2008	2009	2010	2011	2012	2008	2009	2010	2011	2012
Fiction	23.38	23.34	29.28	24.09	27	25.83	26.59	38.45	52.80	0	19.42	18.71	18.5	23.90	0
Nonfiction	23.86	27.5	26.53	21.99	18	5.5	5.41	14.29	8.87	0	8.27	6.97	11.31	11.69	0
Easy	17.49	14.48	14.62	13.39	13	11.82	12.31	25.22	21.65	0	12.52	14.36	9.25	17.34	0
Magazines	7.78	8.39	7.33	4.22	8	3.29	3.53	2.31	4.32	0	2.94	2.12	3.4	3.65	0
Newspaper	4.12	4.5	3.8	4.64	6	2.71	3.84	6.3	5.36	0	1.82	1.43	2.29	2.82	0
Microfilm	0	0	0	0.00	0	0	0	0	0.00	0	0	0	0	0.00	0
Multimedia	10.34	12.78	12.92	19.71	19	7.19	5.14	12.4	6.60	0	8.86	8.78	20.79	14.30	0
Reference	2.41	2.2	3.02	3.04	2	0.45	0.31	1.05	0.41	0	0.16	0.39	2.53	5.56	0
Other	10.52	6.81	2.51	8.90	8	0.36	0	0	0.00	0	17.43	18.68	31.93	20.73	0
	Murrayville					Spout Springs					Adult - GVL				
	2008	2009	2010	2011	2012	2008	2009	2010	2011	2012	2008	2009	2010	2011	2012
Fiction	14.25	26.74	43.86	44.31	49		22.61	18.06	21.66	23	16.49	18.72	22.25	19.43	29
Nonfiction	8.39	6.14	11.6	12.13	9		24.92	22.76	26.62	20	35.91	29.74	32.46	33.91	31
Easy	21.92	23.7	26.21	20.59	29		15.52	25.34	17.86	20	0.03	0.34	0.02	0.05	0
Magazines	3.75	3	4.7	5.88	4		6.5	8.28	9.14	11	19.46	11.88	3.4	14.24	11
Newspaper	4.25	3.69	7.22	5.33	3		1.43	3.48	3.14	5	3.24	3.87	2.12	3.76	2
Microfilm	0	0	0	0.00	0		0	0	0.00	0	1.86	2.09	2.01	2.24	1
Multimedia	7.44	7.95	5.2	11.21	3		10.07	12.6	10.59	11	8	5.42	9.62	10.83	15
Reference	1.56	0.07	0.84	0.55	0		4.57	1.09	0.40	2	13.12	25.18	14.32	13.19	9
Other	7.72	0.15	0.33	0.00	1		14.38	8.39	10.59	8	0.75	2.76	0.34	2.35	2
	Youth Services - GVL					Gainesville - GVL - Total					System - Average				
	2008	2009	2010	2011	2012	2008	2009	2010	2011	2012	2008	2009	2010	2011	2102
Fiction	23.43	23.34	15.09	19.30	22	19.96	42.06	19.59	19.37	26.20	20.418	22.86	22.23	23.08	27.45
Nonfiction	27.28	21.45	26.16	22.86	27	31.595	51.18	30.12	29.17	29.72	15.991	17.45	25.08	23.88	24.14
Easy	18.99	23.75	29.43	28.76	26	9.51	24.09	10.93	12.37	10.68	14.418	14.92	16.36	15.14	14.69
Magazines	2.42	1.93	1.65	1.40	1	10.94	13.81	11.22	8.73	6.78	5.698	5.34	8.7	7.22	7.68
Newspaper	0	0	0	0.00	0	1.62	3.87	1.33	2.14	1.45	2.902	0.38	2.78	3.08	3.03
Microfilm	0	0	0	0.00	0	0.93	2.09	1.27	1.28	0.36	0.186	0.3	0	0.50	0.19
Multimedia	13.48	14.96	18.58	16.82	14	10.74	20.38	12.94	13.40	14.49	9.386	9.3	13.09	13.53	13.49
Reference	0.9	0.34	0.25	0.14	0	7.01	25.53	9.1	7.59	5.36	2.322	4.72	4.86	4.32	3.51
Other	13.5	14.23	8.84	10.71	9	7.125	16.99	3.49	5.94	4.95	8.139	8.14	6.37	9.24	5.83

Material Availability

We value the views of our patrons. It is important to learn why they come to the library and to hear their opinions regarding our programs, collection, facilities and parking to name a few. For one week of the year every person who walks into the library is given the chance to complete a survey. Our survey took place April 22 – 29, 2012. A 90% response rate was reached this year. The quantity distributed and completed per branch is seen in the following chart. We appreciate the efforts of volunteers that we recruit from the Friends of the Library to assist with this survey.

2012 Survey Distribution

Branch	Blackshear	Clermont	East Hall	Murrayville	Spout Springs	Gainesville	System
Distributed	283			165	333	607	1388
Returned	253			157	284	536	1230
% Response	89%			95%	85%	88%	89.25

Items Accessed by Category Success rate by FY12															
Materials Availability Survey															
Successful %	Blackshear					Clermont					East Hall				
	2008	2009	2010	2011	2012	2008	2009	2010	2011	2012	2008	2009	2010	2011	2012
Find books	90	63	94	72	96	80	61	82	87		80	75	86	85	
Find authors/subject	82	69	86	98	89	63	58	70	18		85	94	94	90	
Browsing shelves	78	84	81	74	80	86	71	77	74		70	71	87	74	
Internet	42	39	32	53	25	21	44	36	47		60	67	54	60	
Copier	8	8	7	15	11	7	13	8	0.09		6	11	8	12	
Program	2	2	3	0.02	6.3	8	1	3	0		1	1	3	0.04	
Other	13	16	17	20	20	13	21	19	15		6	11	7	15	
Successful %	Murrayville					Spout Springs					Gainesville				
	2008	2009	2010	2011	2012	2008	2009	2010	2011	2012	2008	2009	2010	2011	2012
Find books	93	74	95	90	56		57	77	83	83	85	85	72	93	72
Find authors/subject	91	90	90	85	55		77	77	90	87	93	91	79	86	88
Browsing shelves	88	81	86	80	83		81	85	83	82	83	81	83	79	78
Internet	48	38	43	38	27		29	31	25	20	34	45	43	49	38
Copier	9	3	6	7.4	3.6		6	5	5.4	6.3	3	8	10	11	13
Program	2	0	2	0.57	0.6		5	2	3.6	2.7	2	2	2	0.01	2.3
Other	5	9	13	13	12		15	13	13	15	13	9	13	16	12
Successful %	System														
	2008	2009	2010	2011	2012										
Find books	81.8	70.6	84.3	85	76.75										
Find authors/subject	82.6	79	82.7	77.833	79.75										
Browsing shelves	79.6	78	83.2	77.333	80.75										
Internet	39	43.667	39.8	45.333	27.5										
Copier	5.4	8.9	7.33	8.4817	8.475										
Program	2.6	1.9283	2.5	0.7067	2.975										
Other	10.8	14.167	13.7	15.333	14.75										

Patron Satisfaction

During the Materials Availability Survey we asked five specific questions of our users. We asked how they felt about the collection, how often they use the library, why they used it, if they found the staff helpful, and their ease in locating items. Users are on an average 52% extremely satisfied with our book selection, 61% felt that it was very easy to locate what they wanted, and 77% felt that the staff was very helpful. The use of computers ranked 27% in reasons for coming to the library and 43% of people surveyed came to the library weekly.

The following chart provides the questions posed and the responses received in the Materials Availability Survey.

Services Patrons Feel Most Important by Percentage - 2012

	BP	CL	EH	MV	SSP	GVL	System
1. How satisfied were you with our book selection, other materials and services?							
Extremely	60%			76%	24%	49%	52.25
Mostly Satisfied	9%			7%	9%	14%	9.75
Selection Needs Improvement	3%			4%	3%	3%	3.25
N/A	6%			0%	3%	5%	3.475
2. How easy was it to find what you needed?							
Very easy	33%			86%	63%	62%	61%
Slight problems	7%			3%	5%	8%	6%
Difficult	2%			0%	0.90	0.03	0.24
N/A	4%			0.01	6%	4%	4%
63							
3. How helpful was your library staff?							
Very helpful	72%			89%	81%	66%	77%
Mostly helpful	27%			2%	4%	7%	10%
Needs Improvement	2%			0%	0.60	0.82	0.36
N/A	3%			0%	6%	1%	3%
4. How often do you visit the library or call for more information?							
Weekly	31%			44%	34%	62%	43%
Twice a month	34%			32%	28%	54%	37%
Monthly	9%			10%	12%	18%	12%
2 - 4 times a year	8%			3%	5%	12%	7%
Yearly	3			1%	1	1%	98%
5. What other activity did your trip to the library include?							
Internet	25%			27%	20%	37%	27%
Copier	11%			6%	6.3	13%	9%
Program	6%			7%	3%	6%	6%
Other	20%			12%	15%	11%	15%

Document Delivery

The state contracts with STAT Delivery service for the transfer of PINES materials from one library system to another. 34 % of the materials requested arrived in Hall County within 7 days. The drop of 7 % from 2010 is likely a result of the increase of nearly 3000 items being transferred into HCLS.

The chart following chart represents the Georgia State standard for document delivery. Hall County falls within the Comprehensive compliance standards as 96 % of requests are filled within 30 days.

2012			
Comprehensive Compliance	55% or more in 7 days	72 % in 14 days	90% in 30 days
Full Compliance	45 - 54% in 7 days	62 - 71% in 14 days	79-89% in 30 days
Essential Compliance	Below 45% in 7 days	Below 62% in 14 days	Below 79% in 30 days