



**AVERY COUNTY MORRISON PUBLIC LIBRARY**  
**Statistical Comparisons**  
**2004-2011**



Fiscal Year	2004-05	2005-06	change	2006-07	change	2007-08	change	2008-09	change	2009-10	change	2010-11	change
<b>Print Circulation</b>													
Adult Fiction	25,155	24,933	-1%	24,034	-4%	31,248	30%	38,970	25%	38,553	-1%	40,312	5%
Adult Non Fiction	4,838	4,779	-1%	4,377	-8%	5,462	25%	6,099	12%	4,783	-22%	4,591	-4%
Juvenile Fiction	5,378	5,502	2%	5,357	-3%	7,421	39%	11,095	50%	5,933	-47%	4,679	-21%
Juvenile Non Fiction	475	576	21%	423	-27%	922	118%	1,425	55%	591	-59%	565	-4%
Periodicals	434	412	-5%	257	-38%	255	-1%	316	24%	334	6%	220	-34%
In-House Periodical Use								22,761		26,294	16%	27,176	3%
<b>Total (with Large Print)</b>	<b>36,280</b>	<b>36,202</b>	<b>0%</b>	<b>34,448</b>	<b>-5%</b>	<b>45,308</b>	<b>32%</b>	<b>57,905</b>	<b>28%</b>	<b>50,194</b>	<b>-13%</b>	<b>50,367</b>	<b>0%</b>
<b>E Media Circulation</b>													
Videos	1,745	1,512	-13%	865	-43%	896	4%	785	-12%	586	-25%	473	-19%
Audiobooks	1,675	1,394	-17%	1,344	-4%	1,111	-17%	758	-32%	455	-40%	349	-23%
Compact Discs	221	1,293	485%	1,512	17%	1,904	26%	2,016	6%	2,147	6%	1,824	-15%
Music Compact Discs	189	245	30%	404	65%	373	-8%	267	-28%	279	4%	203	-27%
DVDs	0	988		1,767	79%	2,301	30%	2,393	4%	3,284	37%	2,603	-21%
Playaways								15		15	0%	7	-53%
<b>Total</b>	<b>3,830</b>	<b>5,432</b>	<b>42%</b>	<b>5,892</b>	<b>8%</b>	<b>6,585</b>	<b>12%</b>	<b>6,234</b>	<b>-5%</b>	<b>6,766</b>	<b>9%</b>	<b>5,459</b>	<b>-19%</b>
<b>Bookmobile Circulation</b>													
Adult Fiction	2,964	3,661	24%	2,713	-26%	2,945	9%	1,974	-33%	1,715	-13%	1,660	-3%
Adult Nonfiction	1,583	1,067	-33%	665	-38%	1,120	68%	819	-27%	525	-36%	865	65%
Juvenile Fiction	2,053	1,612	-21%	911	-43%	4,109	351%	8,932	117%	5,707	-36%	10,192	79%
Juvenile Non Fiction	368	342	-7%	247	-28%	336	36%	817	143%	275	-66%	690	151%
Periodicals	185	107	-42%	143	34%	80	-44%	343	329%	52	-85%	13,540	25938%
<b>Total</b>	<b>7,153</b>	<b>6,789</b>	<b>-5%</b>	<b>4,679</b>	<b>-31%</b>	<b>8,590</b>	<b>84%</b>	<b>12,885</b>	<b>50%</b>	<b>8,274</b>	<b>-36%</b>	<b>26,947</b>	<b>226%</b>
<b>Outreach Circulation</b>	<b>11,980</b>	<b>12,660</b>	<b>6%</b>	<b>13,253</b>	<b>5%</b>	<b>12,632</b>	<b>-5%</b>	<b>12,758</b>	<b>1%</b>	<b>13,206</b>	<b>4%</b>	<b>12,350</b>	<b>-6%</b>
<b>TOTAL CIRCULATION</b>	<b>59,243</b>	<b>61,083</b>	<b>3%</b>	<b>58,272</b>	<b>-5%</b>	<b>73,115</b>	<b>25%</b>	<b>89,782</b>	<b>23%</b>	<b>78,440</b>	<b>-13%</b>	<b>95,123</b>	<b>21%</b>
<b>Bookmobile Trips</b>	<b>56</b>	<b>55</b>	<b>-2%</b>	<b>42</b>	<b>-24%</b>	<b>34</b>	<b>-19%</b>	<b>19</b>	<b>-44%</b>	<b>11</b>	<b>-42%</b>	<b>21</b>	<b>91%</b>
<b>People Served</b>	<b>859</b>	<b>625</b>	<b>-27%</b>	<b>379</b>	<b>-39%</b>	<b>849</b>	<b>124%</b>	<b>942</b>	<b>11%</b>	<b>446</b>	<b>-53%</b>	<b>876</b>	<b>96%</b>
<b>Services</b>													
Internet Users	15,667	11,104	-29%	12,891	16%	23,875	85%	53,671	125%	43,512	-19%	41,986	-4%
Wireless Users								4,148		7,469	80%	8,137	9%
Reference Questions	8,216	8,472	3%	8,165	-4%	11,416	40%	13,204	16%	11,286	-15%	10,847	-4%
Directional Questions	9,537	9,389	-2%	10,738	14%	16,164	6%	20,121	24%	24,130	20%	26,379	9%
Children Attending Storyhour	1,217	844	-31%	756	-10%	847	12%	1,118	32%	1,247	12%	1,605	29%
Holds	840	917	9%	940	3%	1,330	41%	1,256	-6%	1,084	-14%	1,139	5%
Interlibrary Loans Submitted	26	36	38%	53	47%	34	-36%	29	-15%	18	-38%	12	-33%
Interlibrary Loans Unfilled	5	5	0%	11	120%	3	-73%	4	33%	5	25%	2	-60%
People Visiting the Library	37,166	29,283	-21%	29,087	-1%	37,632	29%	50,579	34%	58,432	16%	60,390	3%
<b>Collections</b>													
Books	38,533	39,002	1%	39,832	2%	40,589	2%	42,442	5%	42,735	1%	42,718	0%
Videos	968	984	2%	980	-0.41%	922	-6%	885	-4%	884	0%	880	0%
Audiobooks	728	675	-7%	662	-2%	638	-4%	620	-3%	598	-4%	571	-5%
Compact Discs	157	194	24%	215	11%	266	24%	327	23%	377	15%	428	14%
Music Compact Discs	109	205	88%	210	2%	230	10%	237	3%	259	9%	262	1%
DVDs	0	136		218	60%	249	14%	304	22%	374	23%	517	38%
Playaways								12		11		11	0%
Magazines						3,241		1,421	-56%	1,570	10%	1,917	22%
Users/hour										24		25	4%
New Cards										675		673	0%
All Card Holders										9025		9,602	6%