



**DATE:** November 7, 2024

**TO:** Library Board, Pima County Public Library  
 Pima County Board of Supervisors  
 Pima County Administration  
 Friends of the Pima County Public Library, Board of Directors  
 Friends of the Arivaca Library, Board of Directors  
 Friends of the W. Anne Gibson-Esmond Station Library, Board of Directors  
 Friends of the Kirk-Bear Canyon Library, Board of Directors  
 Friends of the Oro Valley Public Library, Board of Directors  
 Friends of the Pima-Green Valley Library, Board of Directors  
 Pima Library Foundation, Board of Directors

**FROM:** Marissa Alcorta  
 Deputy Library Director

**SUBJECT: Circulation and Activity Measures: September 2024**

|  | Sep-24  | Sep-23  | Percent Change |
|--|---------|---------|----------------|
| <b>Circulation and Visits</b>                      |         |         |                |
| <b>Circulation - Physical</b>                      | 171,131 | 190,094 | -10%           |
| <b>Circulation - Digital</b>                       | 270,603 | 256,292 | 6%             |
| <b>Gate Count</b>                                  | 228,663 | 203,969 | 12%            |
| <b>Website Visits</b>                              | 502,110 | 493,257 | 2%             |
| <b>septembrer</b>                                  |         |         |                |
| <b>Active Cardholders</b>                          | 170,971 | 158,569 | 8%             |
| <b>Total Cardholders</b>                           | 288,171 | 310,664 | -7%            |
| <b>Percent Active Cardholders</b>                  | 59%     | 51%     | 16%            |
| <b>Virtual Reference Service</b>                   |         |         |                |
| <b>Chat Service - Number of Chats</b>              | 604     | 673     | -10%           |
| <b>Research Questions</b>                          | 361     | 351     | 3%             |
| <b>Phone</b>                                       | 1,227   | 1,659   | -26%           |
| <b>Mail</b>  | 185     | 284     | -35%           |
| <b>Programming</b>                                 |         |         |                |
| <b>Early Childhood Literacy Program Attendance</b> | 5,326   | 4,903   | 9%             |
| <b>Adult Literacy Program Attendance</b>           | 417     | 1,796   | -77%           |
| <b>Workforce Development Program Attendance</b>    | 413     | 326     | 27%            |