

## eBranch Use - July 1 to July 31, 2010

*Statistics presented simply and clearly*

### eBranch User Visits

Month	Unique visitors	Total number of visits	Number of visits	Total number of pages viewed	Average number of pages viewed per visit
January	9,655	20,190	2.09	88,009	4.35
February	8,552	18,110	2.11	76,246	4.21
March	9,951	21,361	2.14	89,133	4.17
April	9,496	19,832	2.08	83,090	4.18
May	9,058	18,899	2.08	77,202	4.08
June	10,209	21,616	2.11	85,227	3.94
<b>July</b>	<b>10,405</b>	<b>20,879</b>	<b>2</b>	<b>85,480</b>	<b>4.09</b>

### Definitions:

**Unique visitors:** A user(s) computer is recorded only once per month as a unique visitor.

**Total number of visits:** Is the best indicator of the amount of visits.

**Number of visits:** Number of visits made by each visitor.

**Total number of pages viewed:** The exact number of web pages viewed.

**Average # of pages per visit:** The average number of pages viewed per each visit.

### Current eCard registration by Library

James V. Brown Library: 2,100	Muncy Public Library: 124
Hughesville Area Public Library: 154	W.B. Konkle Memorial: 102
Jersey Shore Public Library: 146	Bookmobile: 10
Montgomery Area Public Library: 54	Links: 18

### Total eCard registrations

January=2,496	February=2,522	March=2,567
April=2,598	May=2,626	June=2,667
<b>July=2,708</b>	August=	September=
October=	November=	December=

### A-Z Magazine Finder – Total Searches

January=1,323	February=870	March=937
April=1,140	May=993	June=1,040
<b>July=1,041</b>	August=	September=
October=	November=	December=

### Top 10 Magazines Searched by Title

- |                                   |                       |
|-----------------------------------|-----------------------|
| 1. Organic Gardening              | 6. National Parks     |
| 2. Arthur Frommer's Budget Travel | 7. Vegetarian Journal |
| 3. Backpacker                     | 8. Mother Earth News  |
| 4. Bicycling                      | 9. Men's Health       |
| 5. National Geographic            | 10. Golf Digest       |

## Online Resource Searches

	May	June	July
ABI Inform – Trade and Industry	1016	1292	1392
Automobile Repair Reference Center	179	128	211
Biography Reference Bank	783	921	1037
Consumer Health Complete	923	869	873
Contemporary Authors	368	107	290
GreenFile	771	880	808
InfoTrac Newsstand	1213	1416	1113
Library, Information Science & Technology Abstracts	772	887	818
NoveList K-8	1025	570	Canceled
NoveList	825	1180	Canceled
OmniFile Mega	1214	1315	1060
OmniFile Select	992	870	987
Readers Guide Select	835	946	941
Science Full Text	771	706	777
SIRS Discoverer	1199	840	895
Teacher Reference Center	465	548	697
<b>Total Searches</b>	<b>13,351</b>	<b>13,475</b>	<b>11,899</b>

## Total Online Resource Searches

January=26,160	February=8,593	March=16,108
April=15,440	May=13,351	June=13,475
<b>July=11,899</b>	August=	September=
October=	November=	December=

## Learning Express Library

January=299	February=230	March=243
April=168	May=103	June=193
<b>July=241</b>	August	September
October	November	December

NCLD total Learning Express Library: **July=788**; June=756; May=625; April=746; March=803;

## Overdrive checkouts for month by LCLS Library

James V. Brown Library: 694	Muncy Public Library: 40
Hughesville Area Public Library: 42	W.B. Konkle Memorial: 19
Jersey Shore Public Library: 28	
Montgomery Area Public Library: 10	

## Overdrive total LCLS checkouts

January=499	February=600	March=728
April=709	May=771	June=739
<b>July=833</b>	August	September
October	November	December

NCLD total Overdrive use: **July=1,928**; June= 1,804; May=1,700; April=1,704; March=1,771;

## Read the Books

Month	Home	Schools	Books	Browse	Totals
January	39	88	32	90	272
February	34	32	14	103	199
March	35	71	125	112	377
April	16	4	22	34	81
May	10	52	42	15	128
June	25	23	25	131	221
<b>July</b>	<b>31</b>	<b>6</b>	<b>39</b>	<b>219</b>	<b>315</b>

**Definitions:** **Home:** Number of visits received from the link on the eBranch website. **Schools:** Number of visits the School Reading List feature received. **Books:** Number of individual books viewed. **Browse:** Number of pages browsed. **Totals:** Total of Home + Schools + Books + Browse + Grades. Series.

## Tumble Books Library views

January=748	February=496	March=465
April=262	May=286	June=223
<b>July=234</b>	August=	September=
October=	November=	December=

## Tumble Talking Books views

January=58	February=65	March=117
April=58	May=19	June=43
<b>July=65</b>	August=	September=
October=	November=	December=

## Tumble Readables views

January=113	February=44	March=221
April=128	May=28	June=24
<b>July=10</b>	August=	September=
October=	November=	December=

## Virtual World War II Memorial - unique views

January =598	February =241	March = 852
April= 283	May= 310 (162 on 5-28)	June= 312
<b>July=978</b>	August=	September=
October=	November=	December=

## Library Elf Reminder Service

Month	Library Cards	Accounts	RSS Feeds	Text Message Users
January	518	389	13	43
February	529	397	13	45
March	545	412	13	46
April	556	421	13	48
May	565	428	14	52
June	570	434	14	54
<b>July</b>	<b>586</b>	<b>444</b>	<b>14</b>	<b>55</b>

# Library Elf Usage Chart

