2020 ANNUAL STATISTICS
Did you know...

2020 CHANGED LIBRARIES.

Patrons & staff adapted to stay safe during an unprecedented pandemic.

In-person services transformed to become available remotely & enable social distancing.

THE YEAR OF E-MATERIALS!

Patrons checked out 82,876 e-Materials.

6,824 new items were added to the physical collection.

PATRONS LOVE...

...our Take Out programs!
Including Imagination Stations, Movie Nights, adult/teen crafts, and so much more!

SOCIAL MEDIA BOOM!

We gained 850+ new followers on Facebook, began uploading to a YouTube channel, and curated tons of fresh content.

TECH AVAILABILITY

We provided computers/laptops to 5,802 users. 17,559 unique devices connected to our wi-fi.

We started a monthly DIY Book Club + other virtual activity opportunities, launched the Board Game + Video Game + Playaway + Wonderbook collections, held the annual SRP + the new WRP, and answered 25,800+ reference questions.
2020 WAS A BUMPY RIDE, BUT WE OFFERED MANY SERVICES THROUGHOUT.

MARCH 14
- OCPL closes to the public
- The ability to place holds is turned off
- Delivery stops
- Staff begin to work remotely
- Programs are converted to virtual or take-out only

MAY 4
- Curbside pick-up begins
- Staff resume filling holds

JUNE 1
- Curbside service improves, expands to include requests for other materials such as tax forms, mobile prints, and monthly crafts

JULY 6
- Library reopens with restricted in-person services

SEPTEMBER 8
- Hours return to 8:00 p.m. on weeknights
- Some service restrictions are lifted

NOVEMBER 28
- Library closes again
- Curbside services and virtual programming continues
57,212 Desk Checkouts & Renewals
60,019 Self-Check Checkouts & Renewals
41,438 OverDrive + RB Digital + Hoopla Digital Checkouts
33,996 Online Renewals

135,756 Items Circulated (Total)

Movies: 38%
eMaterials: 14.6%
Music: 1.9%
Books, Audiobooks, and Periodicals: 45.5%

THAT'S A LOT!

52,042 Holds Filled

Circulation for MCFLS Collections

More Popular Than Ever!
836 PATRON REGISTRATIONS
This brings the total number of current Oak Creek Residents with a library card to 18,933.

ITEM CHECKOUTS BY AGE RANGE

UNDER 5: 6,688 (4.9%)
AGES 6-10: 3844 (2.8%)
AGES 11-14: 4,342 (3.2%)
AGES 15-18: 5,463 (4%)
AGES 19-25: 3,970 (2.8%)
AGES 26-40: 35,209 (25.6%)
AGES 41-65: 57,427 (41.7%)
OVER 66: 20,687 (15%)

NEARLY 75,000 PEOPLE VISITED THE LIBRARY IN 2020
307 programs
Including adult, teen, juvenile, family, & more.
January had the most (73 total)
June had the least (12 total)

10,083 attendees
Family programs were the most popular (4,959)
Juvenile programs were a close second (2,276)
February had the most attendees (2,706)
June had the fewest attendees (308)

TOP FAVORITES
• Take & Make Crafts
• Not Your Mother’s Library
• Take Out Family Fun
• Summer Reading Fun
• 4K Art Show

SUMMER READING CHALLENGE
Ages Birth-5 20.6%
Ages 6-11 34%
Ages 12-17 17%
Ages 18+ 28.4%
282 participants
85 prizes received

WINTER READING CHALLENGE
Ages Birth-5 30%
Ages 6-11 40%
Ages 12-17 5%
Ages 18+ 25%
20 participants
15 prizes received
Adult & Child Computers (between 0.5-3 hours) (Jan.-Mar. & Jul.-Nov.)

5,552 users

Wireless*
these are estimates based on numerous factors

14,152 users on 17,559 unique devices

Laptops & Charging Cables (Jan.-Mar.)

250 laptop checkouts
44 charging cable checkouts

Website (via Google Analytics)

36,537 users through 57,584 individual sessions
110,750 page views total

MOBILE 48.7%
DESKTOP 47.6%
TABLET 3.7%

17,385 desktop users
17,809 mobile users
1,350 tablet users
FACEBOOK

Followers at the start of 2020: 2,404
Followers by the end of the year: 3,255

Check-ins dropped drastically just as user engagement peaked during the months of April-June while the building was closed.

INSTAGRAM

Followers by the end of the year: 1,261
Total number of uploads in 2020: 52

TWITTER

Followers by the end of the year: 347
Most popular month:
October with 3,341 Tweet impressions

YOUTUBE

Launched our channel in July
Total video uploads: 25
Total watch time: 23.7 hours
Most-viewed: "How Do I Request a Book Bundle"

OCPL'S PODCAST, NOT YOUR MOTHER'S LIBRARY, UPLOADED 11 FULL-LENGTH AND 20 MINI EPISODES. THERE WERE 1,871 PLAYS ON SOUNDCLOUD ALONE!