

**Effingham Public Library  
Usage Report  
Fall 2025**

In the Fall of 2021, the Effingham Public Library undertook a comprehensive look at the usage of the library using a variety of data sets. We were in the middle of the COVID-19 pandemic and library usage had dramatically shifted and so we wanted to better understand where we were at with serving the community. During that time, patron use was down in several key areas and so we wanted to assess what could be done to better meet the needs of our patrons. We repeated the same process again in the Spring of 2023. As a result of those two reports, the library shortened operation hours Monday – Thursday to close at 7pm, as opposed to 8pm; expanded staff availability over the lunch hour, which is typically our busiest time; and expand offerings both after school and in the evening.

For this report, we are streamlining our data collection. In the past, you have taken a running tally of where we see patrons at all times throughout the day so that we could better understand the specific usage inside of our building as well as general peak attendance times. For this report, we will be using the data we have available through our various products as well as Placer.AI, a product from the City of Effingham that is able to provide data about foot traffic.

**OVERALL LIBRARY USAGE**

You can see in this chart a snapshot of several different months/years representing our prime services and how they have changed and recovered (or not) from the pandemic.

	June 2019	June 2020	June 2021	June 2022	June 2023	June 2024	June 2025
<b>Circulation</b>	26,080	8,893	22,859	20,037	20,258	21,453	22,098
<b>eResources</b>	1,739	2,266	2,123	2,109	2,062	2,274	2,475
<b>Library Cards</b>	65	21	46	76	46	44	49
<b>Adult Programs</b>	16	3	12	12	26	21	21
<b>Adult Attendance</b>	489	45	309	295	239	210	205
<b>YS Programs</b>	69	32	39	32	56	67	63
<b>YS Attendance</b>	2,097	1,836	1,442	1,478	3,291	2,908	1,934
<b>Meeting Rooms</b>	32	0	15	12	13	3	7
<b>Computer Use</b>	1,237	128	730	595	665	570	648
<b>Wifi Use</b>	5,087	3,775	4,294	5,700	5,555	5,948	5,667

	Oct. 2019	Oct. 2020	Oct. 2021	Oct. 2022	Oct. 2023	Oct. 2024	Oct. 2025
<b>Circulation</b>	23,309	13,734	18,541	17,239	18,221	20,354	21,266
<b>eResources</b>	1,728	2,247	1,966	1,980	1,955	2,276	2,449
<b>Library Cards</b>	38	19	38	35	42	48	45
<b>Adult Programs</b>	23	18	18	12	24	37	25
<b>Adult Attendance</b>	480	372	292	171	251	579	331
<b>YS Programs</b>	50	23	47	38	41	42	42
<b>YS Attendance</b>	1,040	431	778	994	2,121	2,543	2,408
<b>Meeting Rooms</b>	41	1	22	11	13	19	14
<b>Computer Use</b>	1,240	569	593	584	617	742	590
<b>Wifi Use</b>	4,276	2,978	2,410	4,325	6,141	5,707	5,548

	FY2019	FY2020	FY2021	FY2022	FY2023	FY2024	FY2025
<b>Circulation</b>	269,744	254,732	155,917	221,249	213,811	222,659	238,433
<b>eResources</b>	16,719	22,179	26,319	24,612	24,091	25,235	28,284
<b>Library Cards</b>	534	474	240	461	531	490	515
<b>Adult Programs</b>	129	174	101	178	183	255	312
<b>Adult Attendance</b>	2,983	3,567	2,635	3,120	2,727	3,515	4,120
<b>YS Programs</b>	485	456	271	464	399	498	531
<b>YS Attendance</b>	15,879	15,304	8,177	9,328	12,235	27,048	28,664
<b>Meeting Rooms</b>	335	356	14	153	127	137	141
<b>Computer Use</b>	16,237	12,542	5,569	7,583	7,022	7,458	7,137
<b>Wifi Use</b>	47,414	47,988	36,253	35,399	77,370	66,808	65,654

June represents one of our biggest and most active months—it is when Summer Read kicks off and we by far have the highest attendance in both June and July. October represents a more “typical” month—there are usually a steady number of programs and attendance with no big events or holidays to impact service schedules.

As you can see above, all areas are recovering well and many have exceeded expectations, in particular programming. Youth programming specifically has nearly doubled from FY2019 and Adult programming is seeing strong growth as well.

Circulation has been slower to recover, but still continues a steady climb back to pre-FY2020 numbers. We are projecting another 5% growth for FY26. We lost ground in FY23 because of purchasing issues with our main book vendor, the now-defunct Baker & Taylor, which caused a significant decrease in our total circulation that year as a result of new releases not arriving until weeks to months after their release dates. We have since switched our purchasing to Ingram and have not experienced the same type of delays.

EResources has finally started to see the type of growth we would anticipate and we are now over our monthly average from our previous peak during the pandemic.

While usage of our resources is one factor in our overall success and usefulness as a library, it's not the only thing. Below are several different metrics that were gathered to better understand how and when people use our services.

### **Placer.AI Data on Visits**

Thanks to the software purchased by the City of Effingham, we are able to find out some interesting information about the usage of the library as a physical place. Below are a few charts using the Placer.AI data. We were able to select based on year and month. We chose to skip 2020 and 2021 in our data pull, focusing instead on 2019 and the years after the pandemic had occurred to get a better sense of our actual recovery.

Total Visits

	<b>Annual</b>	<b>April</b>	<b>October</b>
<b>2019</b>	49,800	3,800	5,100
<b>2022</b>	30,400	2,400	2,500
<b>2023</b>	36,400	2,800	3,200
<b>2024</b>	38,900	4,200	3,200
<b>2025</b>	33,700 (through 11/9/2025)	3,100	3,700

Visit Duration (Median Stay)

	<b>Annual</b>	<b>April</b>	<b>October</b>
<b>2019</b>	32 min.	31 min.	25 min.
<b>2022</b>	30 min.	41 min.	49 min.
<b>2023</b>	39 min.	51 min.	58 min.
<b>2024</b>	36 min.	39 min.	35 min.
<b>2025</b>	38 min. (through 11/9/2025)	41 min.	41 min.

Daily and hourly visits are represented on the charts below. These charts just reflect 2025 (January 1 – November 9, 2025) and April and October 2025. They are consistent overall with results from the previous years. Our usage over the course of the year has been fairly consistent with a slight mid-week bump. In the April and October snapshots, that bump is more pronounced towards Wednesdays. Also, our hourly visits are mostly

likely to occur in mid morning and post school/work day with that trend holding over both the year and month views.



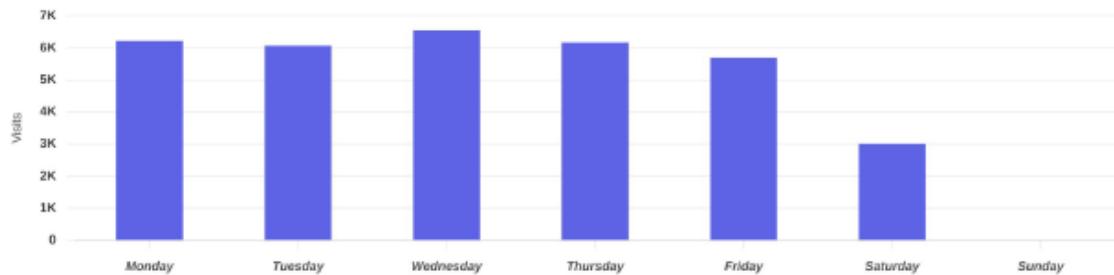
## Property Overview

Jan 1 - Nov 9, 2025



### Daily Visits

Effingham Public Library  
N 3rd St, Effingham, IL

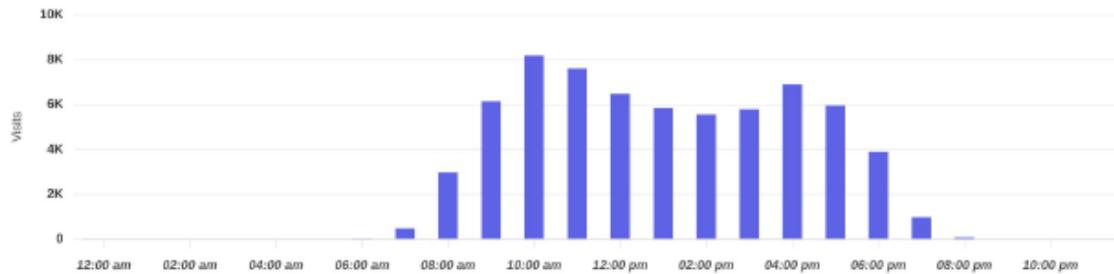


Visits | Jan 1st, 2025 - Nov 9th, 2025  
Data provided by Placer Labs Inc. (www.placer.ai)



### Hourly Visits

Effingham Public Library  
N 3rd St, Effingham, IL



Visits | Jan 1st, 2025 - Nov 9th, 2025  
Data provided by Placer Labs Inc. (www.placer.ai)





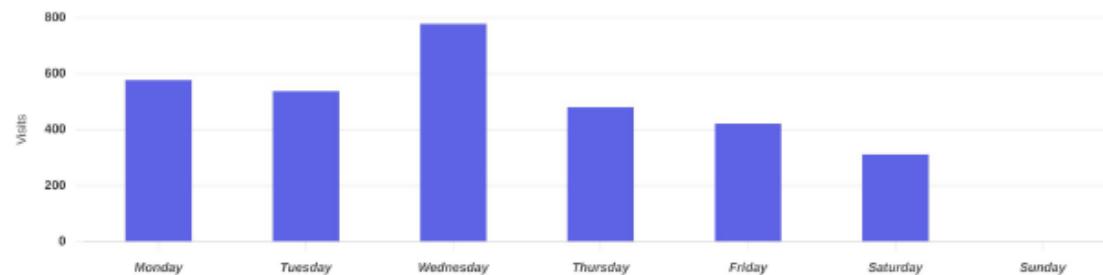
## Property Overview

Apr 1 - Apr 30, 2025



### Daily Visits

Effingham Public Library  
N 3rd St, Effingham, IL

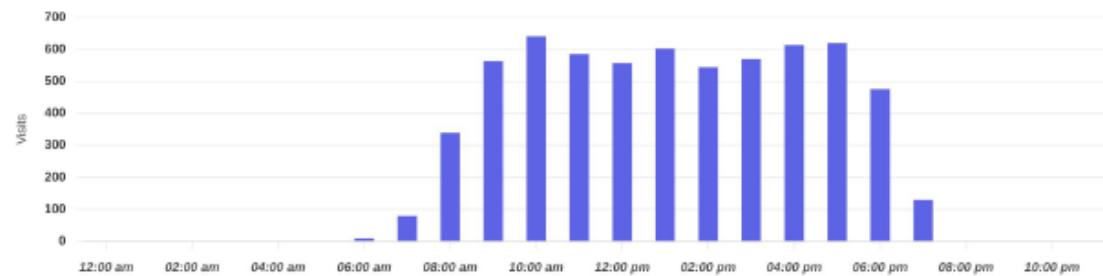


Visits | Apr 1st, 2025 - Apr 30th, 2025  
Data provided by Placer Labs Inc. (www.placer.ai)



### Hourly Visits

Effingham Public Library  
N 3rd St, Effingham, IL



Visits | Apr 1st, 2025 - Apr 30th, 2025  
Data provided by Placer Labs Inc. (www.placer.ai)





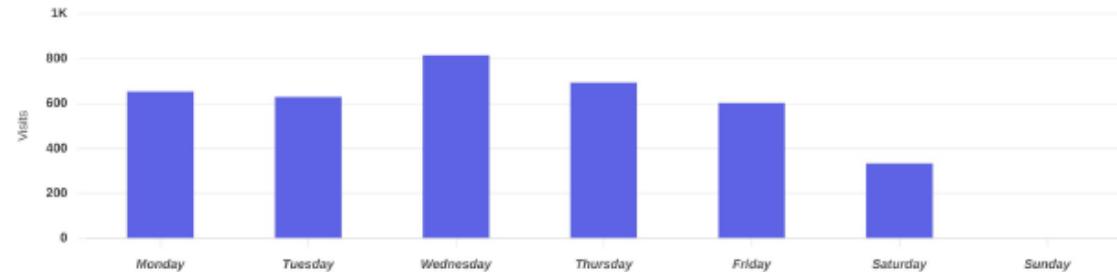
## Property Overview

Oct 1 - Oct 31, 2025



### Daily Visits

Effingham Public Library  
N 3rd St, Effingham, IL

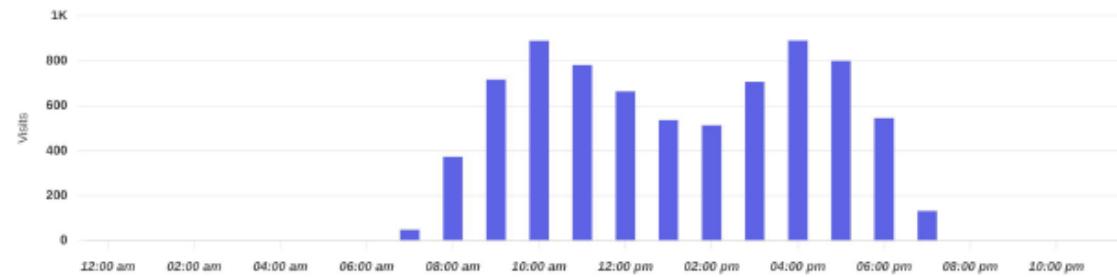


Visits | Oct 1st, 2025 - Oct 31st, 2025  
Data provided by Placer Labs Inc. (www.placer.ai)



### Hourly Visits

Effingham Public Library  
N 3rd St, Effingham, IL



Visits | Oct 1st, 2025 - Oct 31st, 2025  
Data provided by Placer Labs Inc. (www.placer.ai)

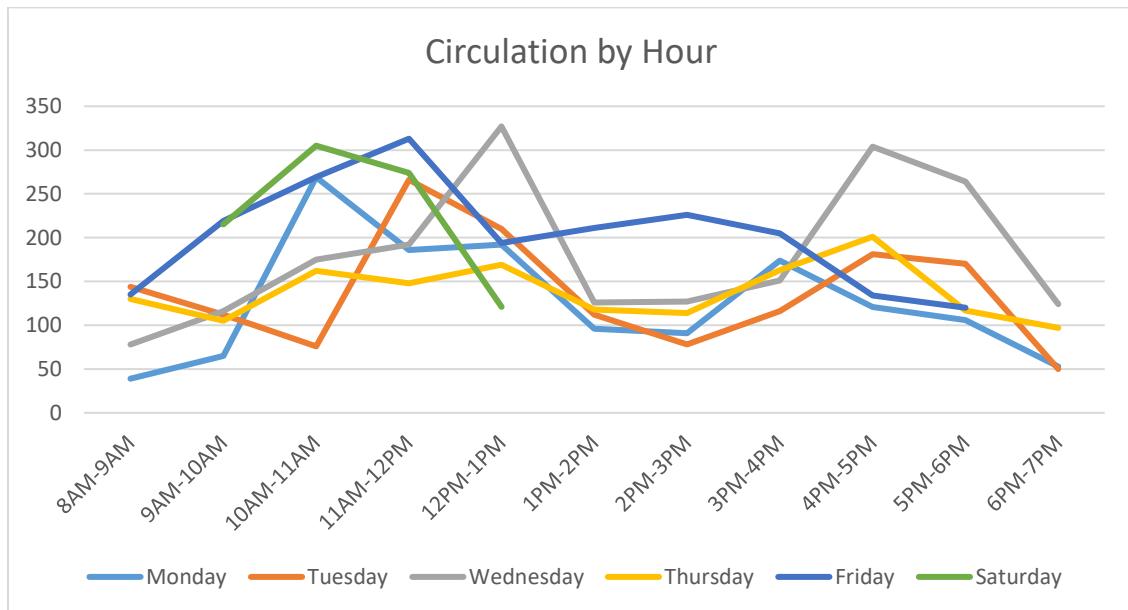


## Circulation By Hour

The data below shows the time in person circulation is occurring. Consistently, the last hour of operation is low circulation. We have fairly consistent peaks and valleys, with Wednesday shaping up to be our busiest day for circulation. We have a peak in mid morning and then again in the post school/work hours.

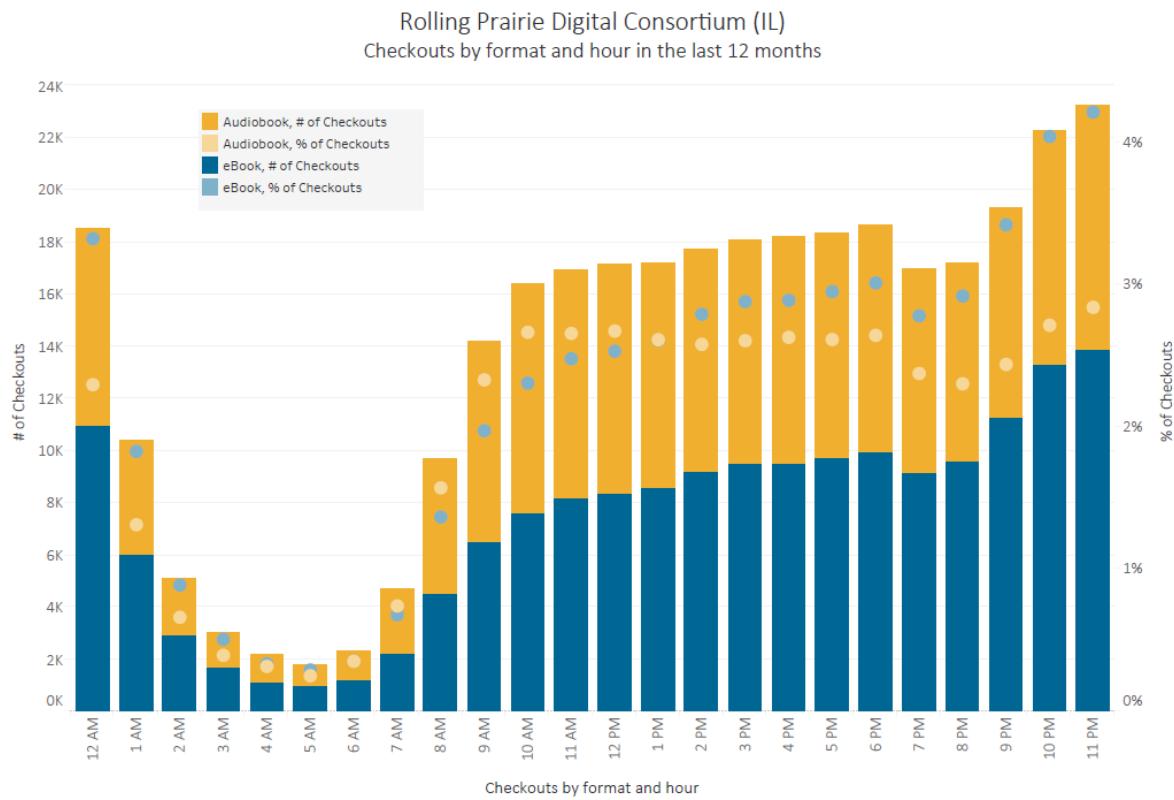
**October 1, 2025 – October 31, 2025**

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
8AM-9AM	39	144	78	130	135	
9AM-10AM	65	112	116	105	219	215
10AM-11AM	269	76	175	162	269	305
11AM-12PM	186	266	192	148	313	274
12PM-1PM	192	210	327	169	194	121
1PM-2PM	96	112	126	118	211	
2PM-3PM	91	78	127	114	226	
3PM-4PM	174	116	151	163	205	
4PM-5PM	121	181	304	201	134	
5PM-6PM	106	170	264	117	120	
6PM-7PM	53	50	124	97		



## EResources usage

As was expected, eResource usage increases as the evening progresses and experiences a major rise in the late evening.



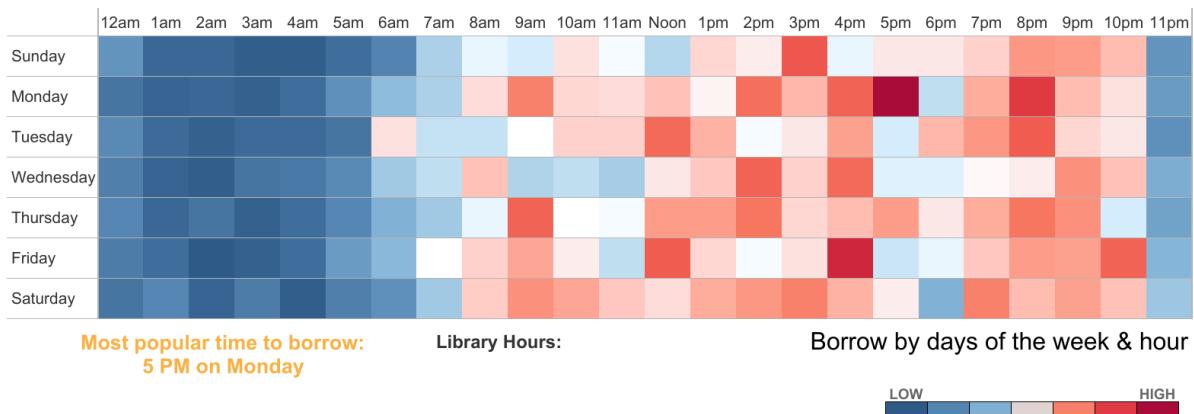
The orange and blue bars, ebooks and audiobooks respectively, represent the number of checkouts which occurred in the hour denoted. The orange and blue circles, ebooks and audiobooks respectively, represent the percent of total checkouts which occurred in the hour denoted.

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## Meeting Patrons Where They Are At



## Library Computer Usage for October 2025

This chart shows total computer usage for the month of October by days, which shows rather consistent usage across the days.

Weekday	Total Uses	Total Time	Average Session
Monday	90	46:25:00	30.944
Tuesday	85	45:04:00	31.812
Wednesday	116	71:37:00	37.043
Thursday	129	77:07:00	35.868
Friday	128	68:49:00	32.258
Saturday	42	24:02:00	34.333
<b>TOTALS</b>	<b>590</b>	<b>333:04:00</b>	<b>33.871</b>

## Program Attendance

With our new software, we are able to track when our programs are happening. For this table, we are using the two most recent library usage report time periods (the first library usage report reflected October 2021; however, we did not have the programming software that allowed us to track by hour). As you can see, our offerings have been increased overall, though still represent roughly the same average spread of starting times.

	Morning	Afternoon	Evening
April 2023	14	9	9
October 2025	24	14	15

## CONSIDERATIONS/DISCUSSION TOPICS

In an effort to be good stewards of our community's tax resources, we need to determine where to focus our efforts—where can we focus our resources (both monetary and staff) to have the largest impact?

New this year is the shift to Wednesdays being our busiest day. This is a major shift for our community—typically, Wednesdays were slower because of the focus on other social and religious activities on Wednesday evenings. However, there seems to be a shift in usage during that time, so our programming and staffing need to reflect that change in the trend.

Finally, we need to continue to focus on increasing our overall foot traffic. While it is steadily improving, it has not recovered to pre-pandemic levels and we need to get creative with finding new ways to attract patrons.