2019 PTL Stats

Peterborough Town Library
Open 50 Hours per Week

55,211 Onsite Visits

14,388 Virtual Visits

348 PROGRAMS OFFERED

8,009 PROGRAM ATTENDANCE $40,045 VALUE

4,000 Questions Answered $$ Invaluable $$

338 TECH CLASS STUDENTS $8,450 VALUE
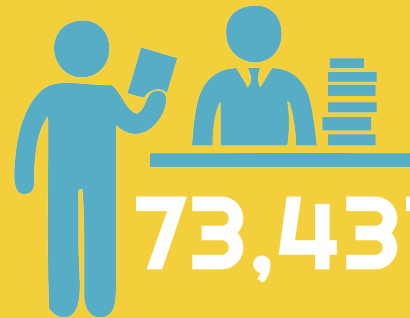
73,431 ITEMS Borrowed $667,950 VALUE

39,102 PUBLIC INTERNET SESSIONS $$ INVALUABLE $$

181 MUSEUM PASSES USED $3,620 value

213 GROUPS USED A MEETING ROOM

11,805 Downloads $7,368 Value

4,028 ACTIVE BORROWERS

584 NEW CARDHOLDERS

Peterborough Town Library
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www.PeterboroughTownLibrary.org

Back-up Data for Values in the 2020 PTL Stats Handout

Items Borrowed = # of items borrowed X $15.00 = $667,950 Value

In 2019, our circulation total was over 73,000 items borrowed. To estimate a value for the print collection, we excluded renewals and digital items and multiplied 44,530 times an assigned value of $15.00 per item. Audiobook discs are valued at $99; hardcovers are typically $29.95.

Downloads = 614 unique users X $12.00 = $7,368 value

Assigning a value to downloaded audiobooks, ebooks, music, and movies was conservatively based on the cost of one month subscription to a similar service. Audible or Spotify cost approximately $12.00 per month. We had 614 unique users who would have had to pay a $12 fee for access to similar content.

Program Value = $5 X 8,009 people who attended = $40,045.

Conservative value of $5 was applied to attendance at a program. A movie is $10-$12, bowling is $15-$20, hanging out at a café is $4-$10, a show at Bass Hall is $25-$50. Attending a storytime or a tech program are high value programs. We are perhaps the best source of affordable entertainment and continued education for all ages in our area.

Tech Class Value = $25 X 338 students who attended = $8,450

Similar tech classes offered by other local teachers or as webinars were priced at $35 per student. Tech support through Best Buy cost a minimum of $40 per hour. We offer comprehensive tech class curriculum on basic internet skills and more advanced topics like Excel, Instagram, and photo editing. We also offer a weekly drop-in tech help with a seasoned IT expert in partnership with the Town IT Department and the Library.

Museum Passes = 181 passes used X $20 = $3,620

We have passes to the New England Aquarium, Museum of Science, Museum of Fine Arts, Isabella Stewart Gardner, NH Symphony, Mariposa Museum, and the Currier Museum of Art. Depending on the pass, the savings are as much as $54 for a family. We assigned a conservative value of $20 per pass checked out in 2019.

Reference Questions = $$ Invaluable Service $$

Every day we help people with basic technology reference questions related to copying important documents, scanning documents, creating emails, legal reference questions, local history research, medical reference, tax form assistance, homework help, and assistance to families exploring reading and other education support. Trained librarians are up to the task to find patrons the right answer.

Public Internet = $$ Invaluable Service $$

To participate in most aspects of modern society, you need the internet, access to a computer, and access to a printer or scanner. From job applications to legal processes to daily communications, we provide open access to public internet. We also have daily visitors including students, tutors, working professionals, writers, and more who work from their laptop on important tasks.

Total Value = INVALUABLE
Value we have calculated = $727,433
2019 Appropriation = $543,087
Approximate per capita cost = $87.60
Best way to earn a return on your investment? Use Your Library. 😊