

7/15/2011

**Prince Memorial Library
Patron Data
FY10-FY11 Comparative**

	FY2010	% Total	FY2011	% Total	Gain/Loss	Gain/Loss
Cumberland Adult (18+ years old)	3,961	44.10%	4119	44.66%	158	3.99%
Cumberland Young Adult (12-17 years old)	622	6.92%	645	6.99%	23	3.70%
Cumberland Juvenile (0-11 years old)	1,594	17.75%	1583	17.17%	-11	-0.69%
Cumberland Town Employee	13	0.14%	18	0.20%	5	38.46%
Employed in Cumberland	29	0.32%	12	0.13%	-17	-58.62%
Cumberland Total Registered Users	6,219	69.24%	6,377	69.15%	158	2.54%
Cumberland Active Users			3,175	49.79%		
Cumberland % Active Users				70.39%		
North Yarmouth Adult (18+ years old)	1,608	17.90%	1677	18.18%	69	4.29%
N. Yarmouth Young Adult (12-17 years old)	259	2.88%	295	3.20%	36	13.90%
North Yarmouth Juvenile (0-11 years old)	796	8.86%	805	8.73%	9	1.13%
North Yarmouth Total Registered Users	2,663	29.65%	2,777	30.11%	114	4.28%
North Yarmouth Active Users			1,286	46.31%		
North Yarmouth % Active Users				28.51%		
Teachers	35	0.39%	37	0.40%	2	5.71%
SAD 51 students	10	0.11%	3	0.03%	-7	-70.00%
Institutional	9	0.10%	9	0.10%	0	0.00%
Non-Resident	41	0.46%	14	0.15%	-27	-65.85%
PML Internal	5	0.06%	5	0.05%	0	0.00%
Total Other	100	1.11%	68	0.74%	-32	-32.00%
Total Registered Users	8,982	100.00%	9,222	100.00%	240	2.67%
Total Active Users			4,510	48.90%		

◆ Registered User is any card holder, identified by type

◆ % Total Registered Users is town's Registered Users as percentage of all Registered Users; Total Registered Users = 9,222

◆ Active Users are all Registered Users with activity since August 20, 2008 (install date of new software); Total Active Users = 4,510

◆ Active Users % Total is town's Active Users as percentage of town's Registered Users

◆ % Active Users is town's Active Users as percentage of total Active Users

Prince Memorial Library
Circulation by Patron Type
FY10-FY11 Comparative

	FY2010	% Total	FY2011	% Total	Gain/Loss	Gain/Loss
Cumberland Adult	47,953	58.85%	46,495	56.76%	-1,458	-3.04%
Cumberland Young Adult	1,803	2.21%	1,295	1.58%	-508	-28.18%
Cumberland Juvenile	8,997	11.04%	8,652	10.56%	-345	-3.83%
Cumberland Total Circulation	58,753	72.11%	56,442	68.90%	-2,311	-3.93%
North Yarmouth Adult	15,877	19.49%	15,577	19.02%	-300	-1.89%
N. Yarmouth Young Adult	526	0.65%	843	1.03%	317	60.27%
North Yarmouth Juvenile	3,501	4.30%	5,051	6.17%	1,550	44.27%
North Yarmouth Total Circulation	19,904	24.43%	21,471	26.21%	1,567	7.87%
Other	2,823	3.46%	4,002	4.89%	1,179	41.76%
Total Circulation	81,480	100.00%	81,915	100.00%	435	0.53%
Total Visits	49,888		46,815		-3,073	-6.16%

Total Circulation is total number of books, audiobooks, videos and other catalogued materials that are checked out
Total Circulation does not include magazines, uncatalogued paperbacks and uncatalogued Greely summer reading books