

CUSTOMER SERVICE

SANTA MONICA PUBLIC LIBRARY

2014-2015

2016



STRATEGIC PLANNING

SURVEY



1983
RESPONSES

2110 ♥ LIBRARY COLLECTIONS

348 ♥ PROGRAMMING

764 ♥ FACILITIES

WHO RESPONDED



77% CAUCASIAN
10% ASIAN
8% HISPANIC
5% AFRICAN AMERICAN

60% >51
25% 35-50
12% 18-35
2% <18

75% RESIDENTS
2/3 FEMALE
1/3 MALE

LIBRARY LOCATION VISITS

82%
MAIN

31%
FAIRVIEW

32%
MONTANA

28%
OCEAN PARK

29%
PICO

29%
WEBSITE

11 COMMUNITY FORUMS AT

5 LIBRARY LOCATIONS



796
ADULT PROGRAMS



PROGRAMS



1,636
YOUTH PROGRAMS

27,159
PARTICIPANTS

46,293
PARTICIPANTS



14,168
HOURS
ALL LOCATIONS



VOLUNTEERS



210
VOLUNTEERS



1,262,708
WALK-IN



VISITORS



799,426
VIRTUAL

BORROWERS

QUESTIONS

7,815
NEW



20,401
RENEWALS

244,301
INFORMATION



58,755
COMPUTER ASSISTANCE

28,216
TOTAL



CIRCULATION

1,027,546
TOTAL ITEMS

79,032 E-MEDIA

402,397 IN-LIBRARY USE

844,773 BOOKS

499,575 DVDS

39,742 SPANISH

16,590 STUDY ROOMS

182,655 INTERNET COMPUTER STATIONS

18,519 AWE STATIONS

80,803 WIFI STATIONS

92,135 DATABASE

26,962 DIGITIZED HISTORICAL IMAGES AND HISTORICAL NEWSPAPER