

Strategic Planning : Customer Analysis : Use Patterns

	Circulation		Reserves		Electronic Reserve pages viewed	ILL		Media (in-house use)	
	McH	S&E	McH	S&E		borrowed	lent	audio	video
Jul-05	5,273	3,571	126	1,025	9,907	884	985	3,096	1,500
Aug-05	5,746	3,326	119	1,323	11,655	1,505	1,083	3,737	446
Sep-05	6,047	3,866	906	1,353	n/a	1,346	1,549	366	988
Oct-05	11,306	4,783	3,510	7,280	91,713	2,057	2,010	1,854	2,679
Nov-05	16,281	6,146	3,395	6,245	68,979	2,080	2,276	1,890	3,961
Dec-05	6,691	3,639	784	2,187	43,784	1,035	1,047	568	1,387
Jan-06	10,369	5,820	3,105	5,055	55,520	1,623	1,930	1,083	2,637
Feb-06	14,100	6,382	2,849	5,750	69,461	2,249	2,203	1,125	3,397
Mar-06	16,329	7,011	2,389	5,116	71,304	2,050	1,868	955	2,780
Apr-06	16,407	11,522	2,004	4,908	52,392	1,780	2,148	1,037	3,089
May-06	17,659	6,867	2,360	6,500	71,852	2,778	1,859	1,330	3,886
Jun-06	9,956	4,794	1,029	3,646	906	1,417	1,250	533	2,492
Totals	136,164	67,727	22,576	50,388	547,473	20,804	20,208	17,574	29,242
Jul-06	5,409	3,630	204	1,450	11,850	923	1,115	269	1,367
Aug-06	4,867	3,882	187	1,958	15,033	1,285	1,411	211	743
Sep-06	5,256	3,465	906	1,590	17,593	1,279	1,617	334	1,010
Oct-06	13,433	4,867	2,185	7,629	74,283	2,477	2,297	934	4,350
Nov-06	15,289	5,543	1,584	5,737	57,690	2,098	1,910	1,057	3,434
Dec-06	6,084	3,137	430	1,651	31,904	1,132	1,018	462	917
Jan-07	13,055	5,729	2,051	5,947	54,102	2,045	2,265	1,117	3,032
Feb-07	17,091	5,669	1,924	5,429	59,181	2,361	2,008	884	2,965
Mar-07	18,265	5,800	1,561	4,679	64,376	2,465	1,624	554	2,266
Apr-07	19,200	10,788	1,747	5,098	63,046	2,208	1,998	327	1,590
May-07	18,060	6,799	1,794	6,006	79,966	2,457	2,070	601	2,140
Jun-07	12,279	4,974	1,042	3,085	51,029	1,514	1,162	443	1,466
Totals	148,288	64,283	15,615	50,259	580,053	22,244	20,495	7,193	25,280
Jul-07	7,473	4,587	192	1,630	12,519	1,325	1,187	699	960
Aug-07	5,109	3,437	127	1,893	14,646	1,124	1,425	209	731
Sep-07	5,248	3,298	198	397	5,439	1,206	1,532	126	472
Oct-07	12,876	4,856	2,519	8,977	68,703	2,144	2,260	1,045	2,664
Nov-07	13,209	3,463	1,352	6,662	47,299	1,937	1,970	884	2,655
Dec-07	7,589	1,990	868	3,706	42,563	1,233	1,004	552	1,551
Jan-08	13,862	6,172	1,956	5,968	55,940	1,759	2,184	404	1,768
Feb-08	18,242	4,054	2,312	7,352	91,867	2,742	2,157	577	2,643
Mar-08	15,338	3,258	2,014	5,864	77,105	1,492	1,191	407	1,893
Apr-08	12,719	3,422	1,600	8,980	44,980	2,495	2,171	499	2,316
May-08	16,447	3,892	1,773	8,097	61,601	2,311	1,957	470	2,618
Jun-08	8,578	2,052	1,138	4,503	34,477	1,344	1,158	361	1,575
Totals	136,690	44,481	16,049	64,029	557,139	21,112	20,196	6,233	21,846