



Manatee County Public Library System

Ask a Librarian Stats March 2017 - March 2018

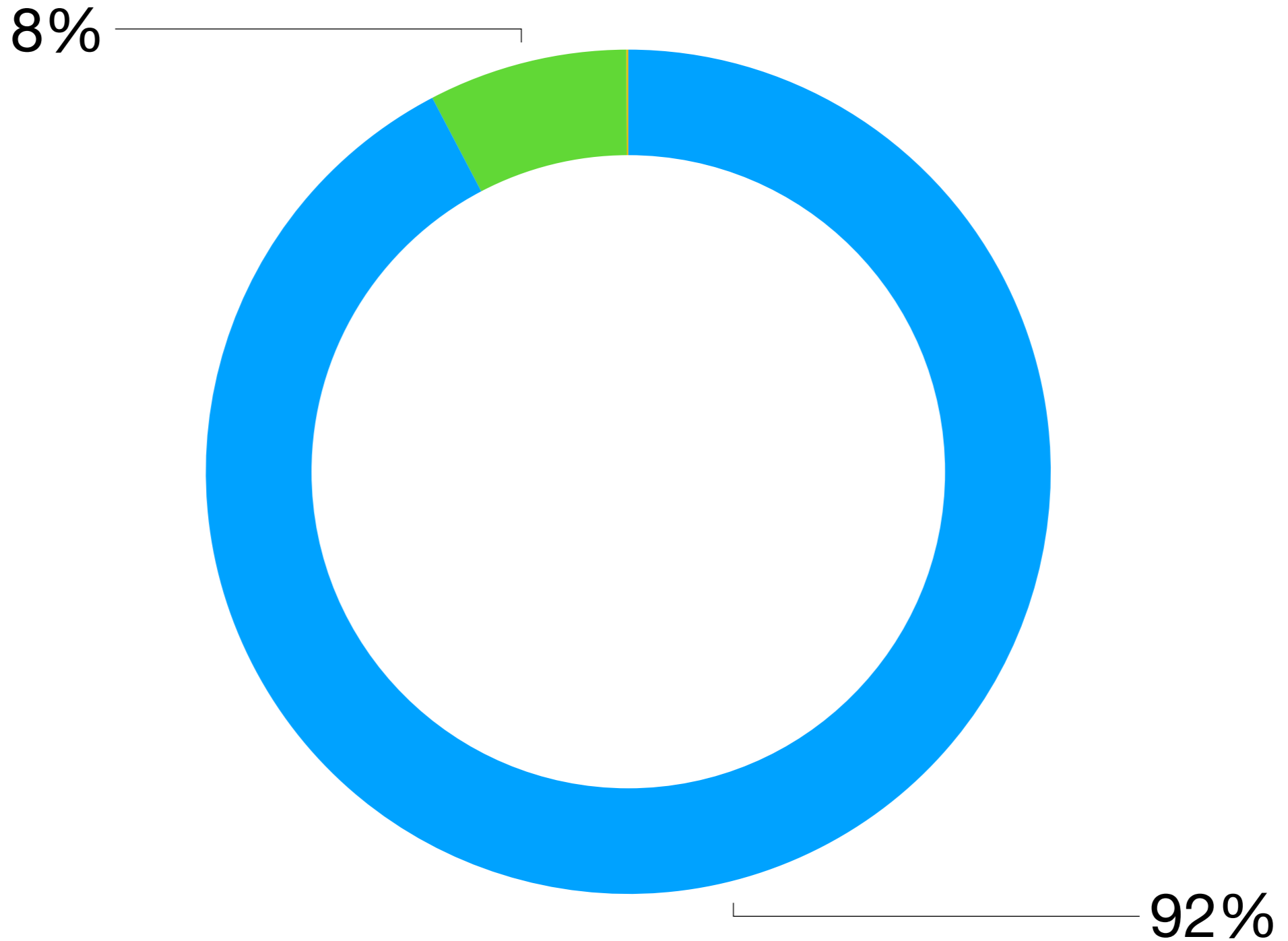
March 2017 - March 2018

Questions Answered

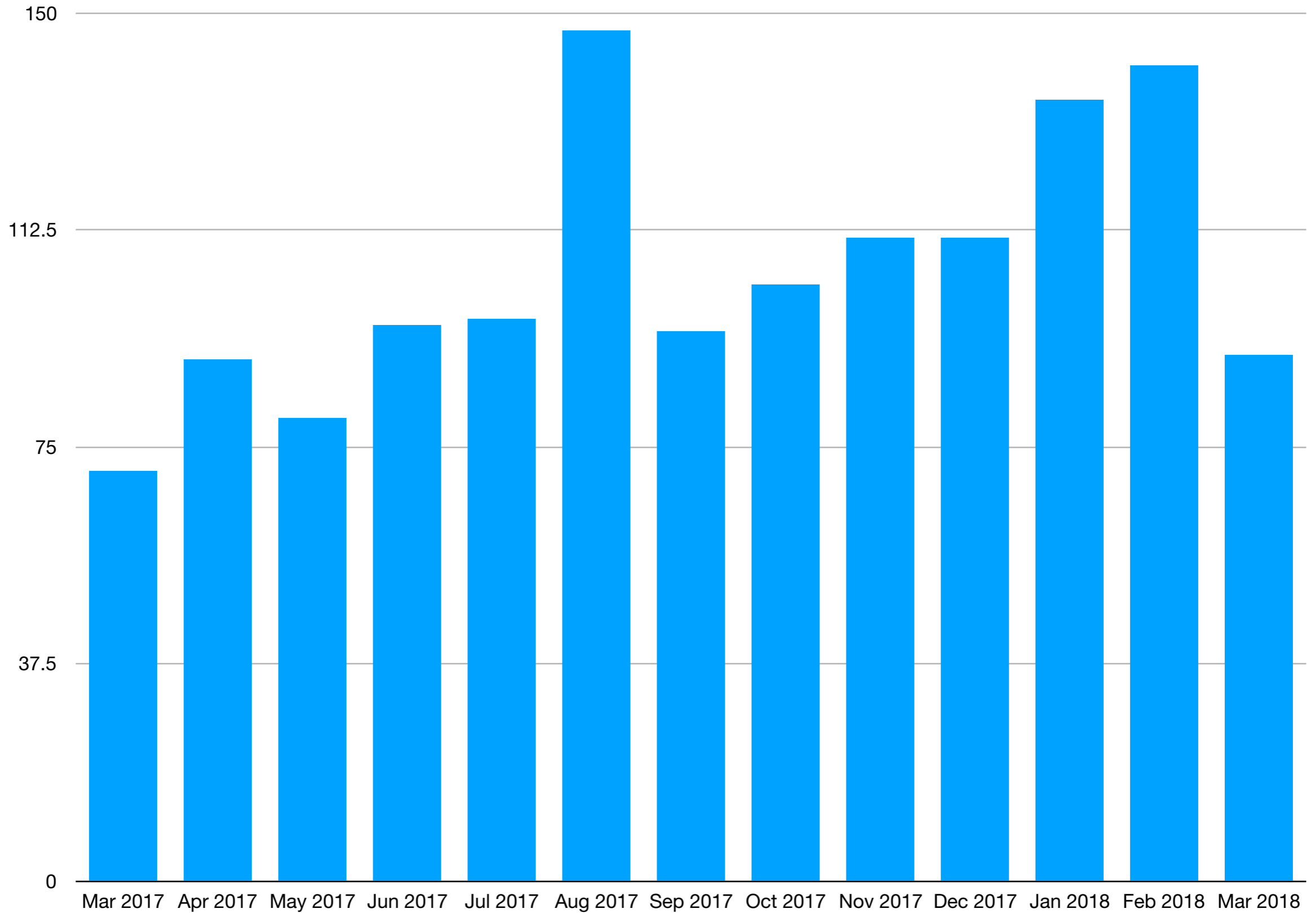
- **1,267 Emails**
- **105 SMS**
- **1 Chat**

Question Types

● Email ● SMS ● Chat



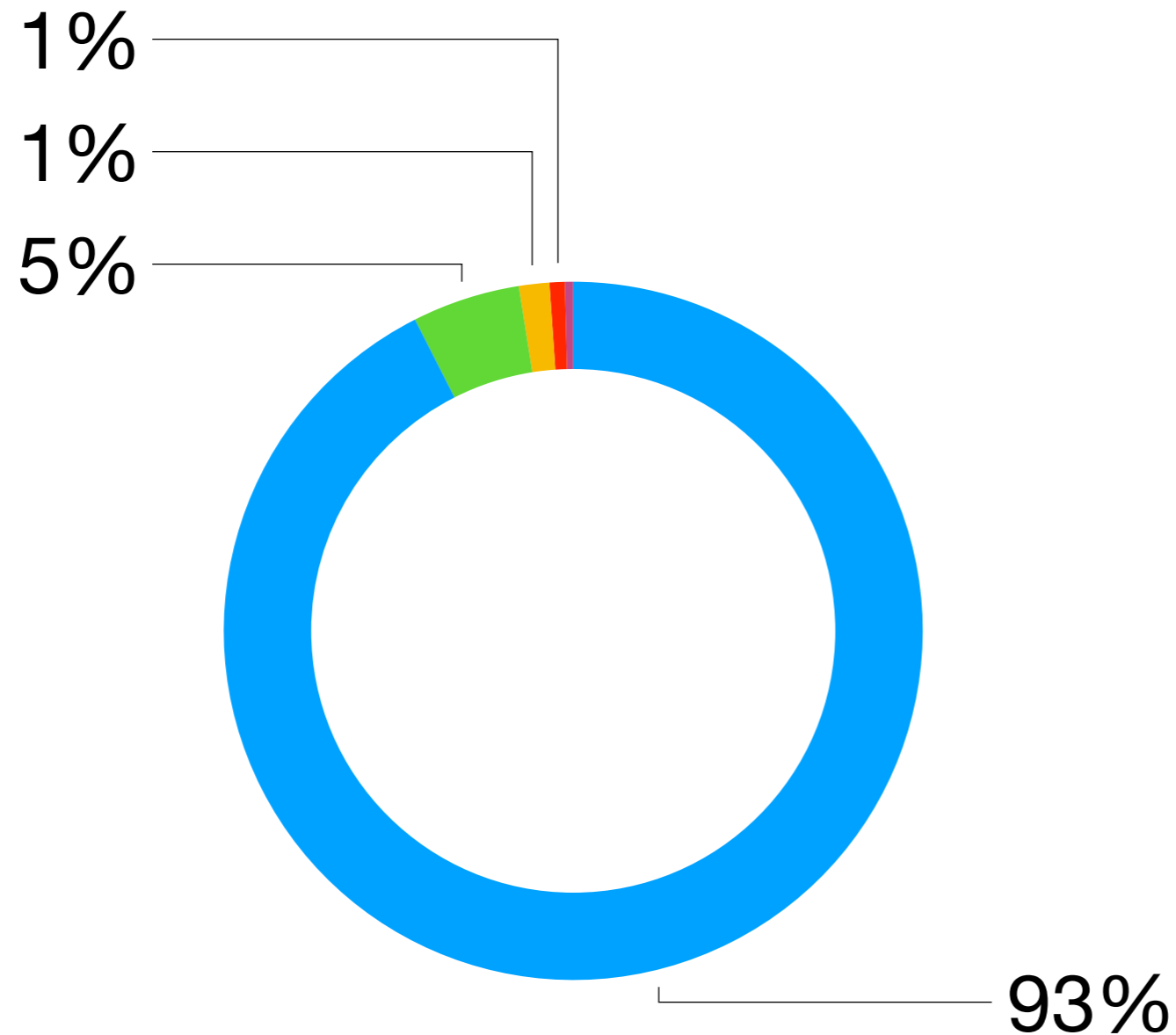
Emails and SMS Answered By Month



Acquisition

How do patrons find us online?

Acquisition: Patron Entrance Points

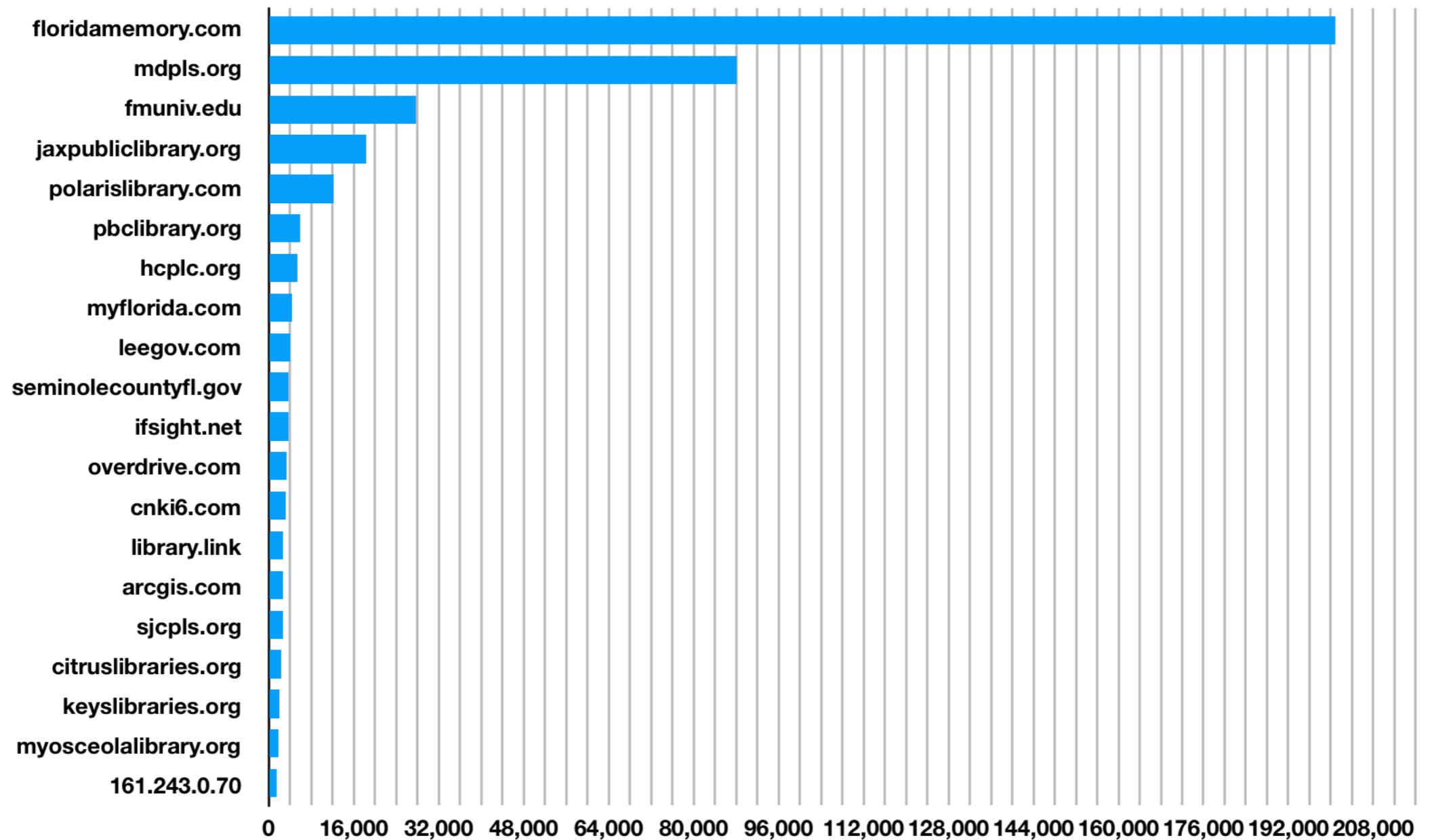


- mymanatee.org/home/government/departments/neighborhood-services/library/catalog-contact.html
- mymanatee.org/home/government/departments/neighborhood-services/library/eref.html
- mymanatee.org/home/government/departments/neighborhood-services/library.html
- manatee.polarislibrary.com/search/default.aspx
- go.galegroup.com/ps/start.do

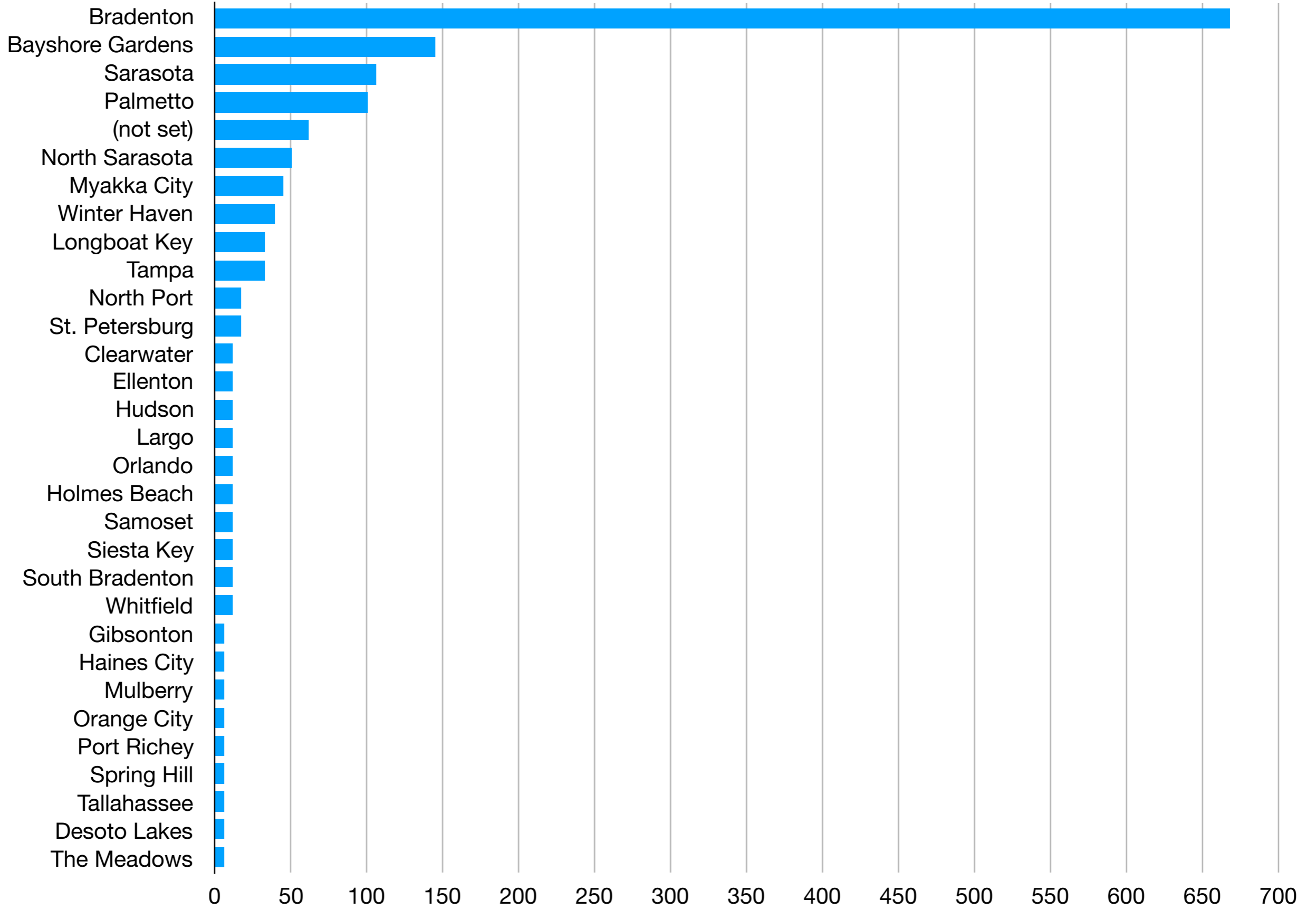
Links to Ask a Librarian

mymanatee.org has 3 links to Ask a Librarian

Top Twenty Links to AaL

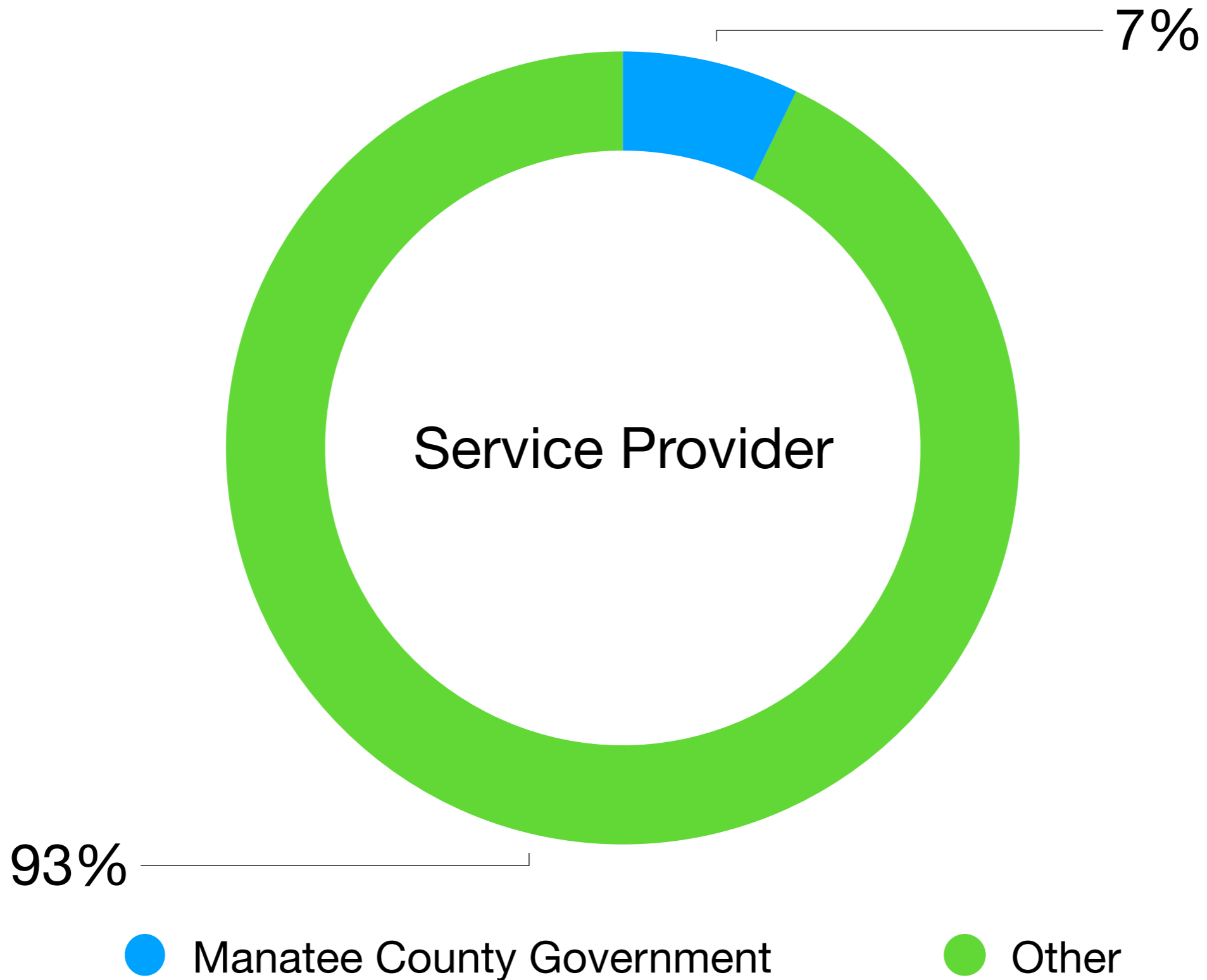


Patrons by City

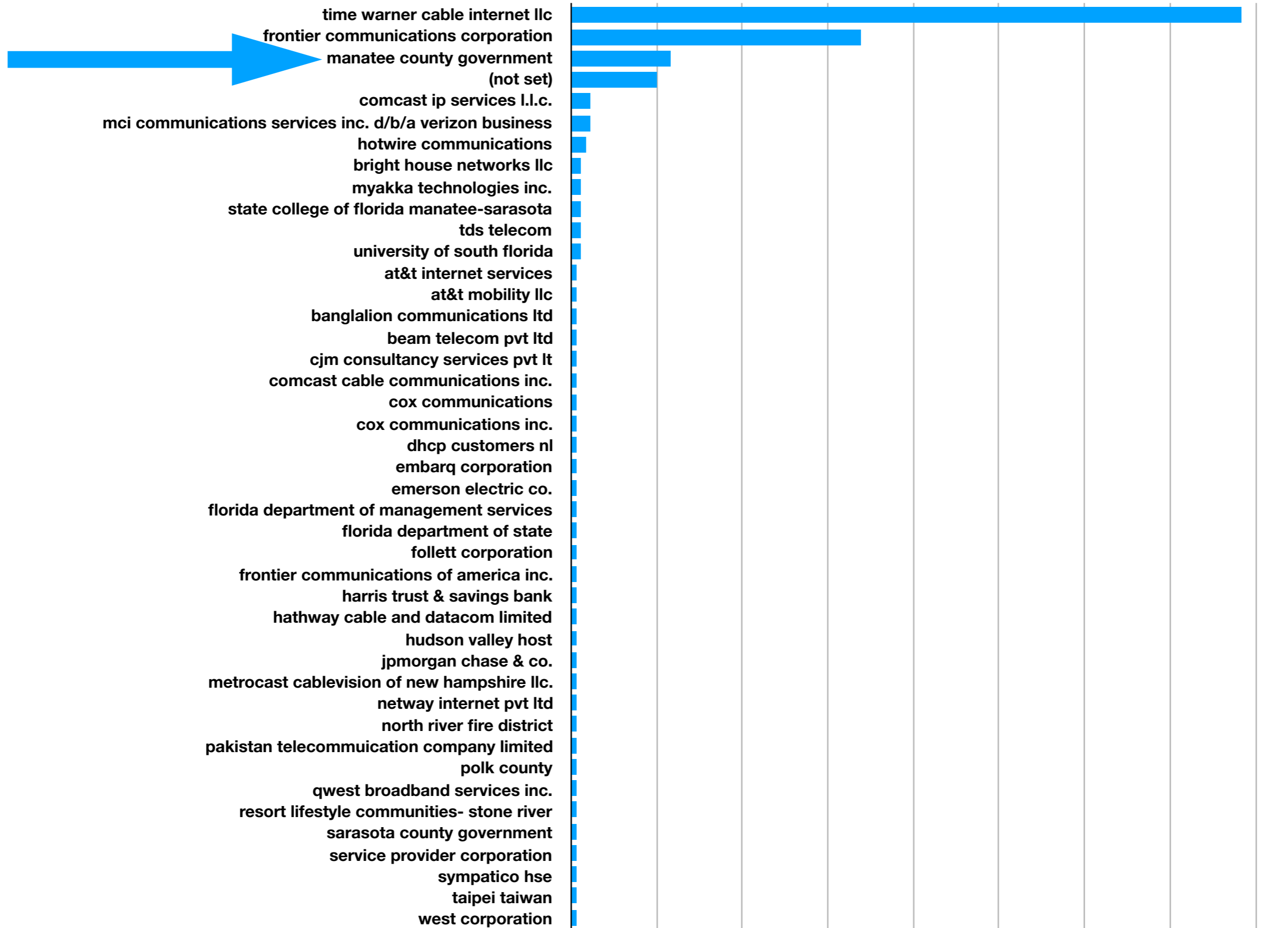


Page Views

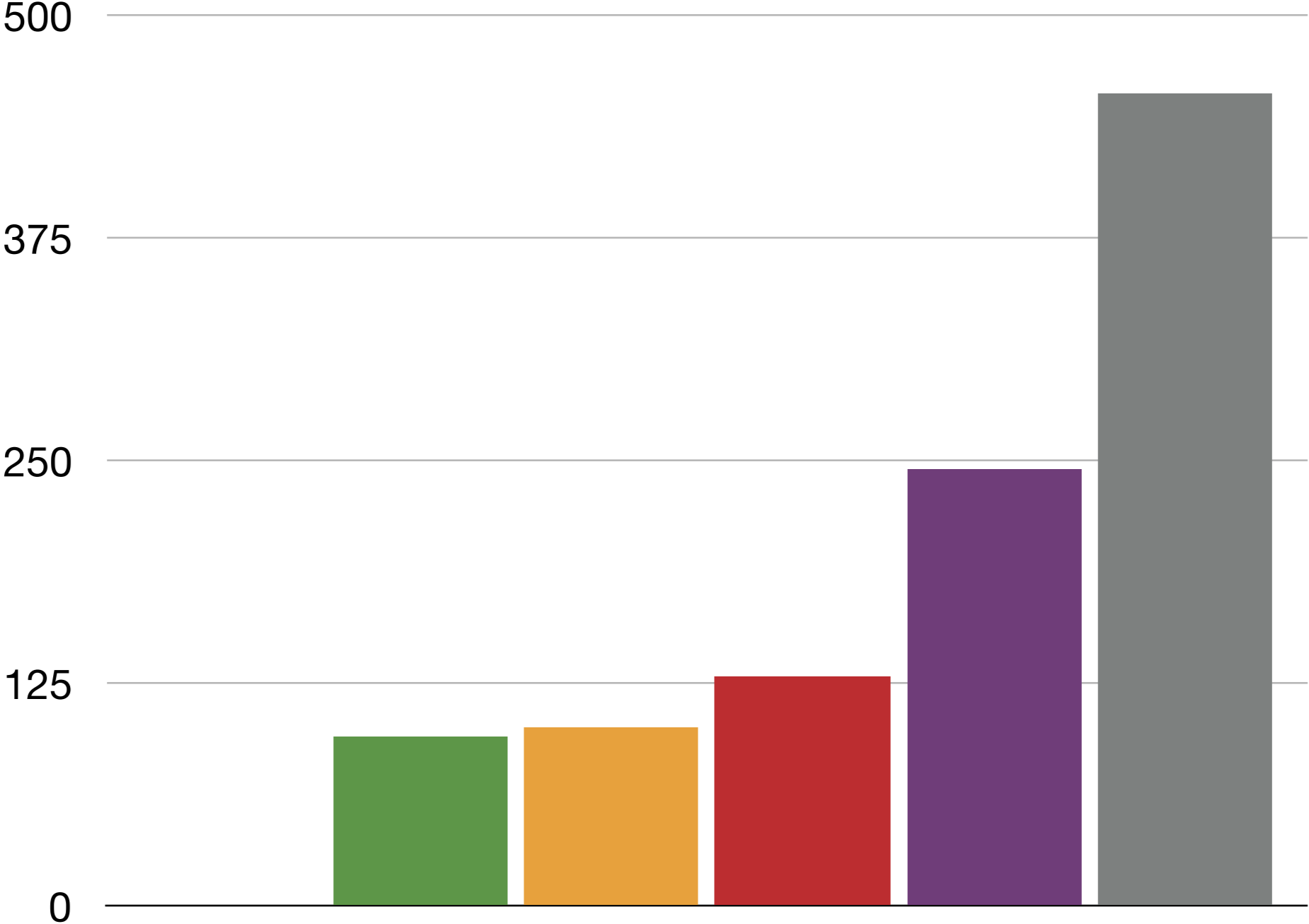
93% are from outside the library



Patrons by Service Provider



Demographics: Age



Patrons

18-24

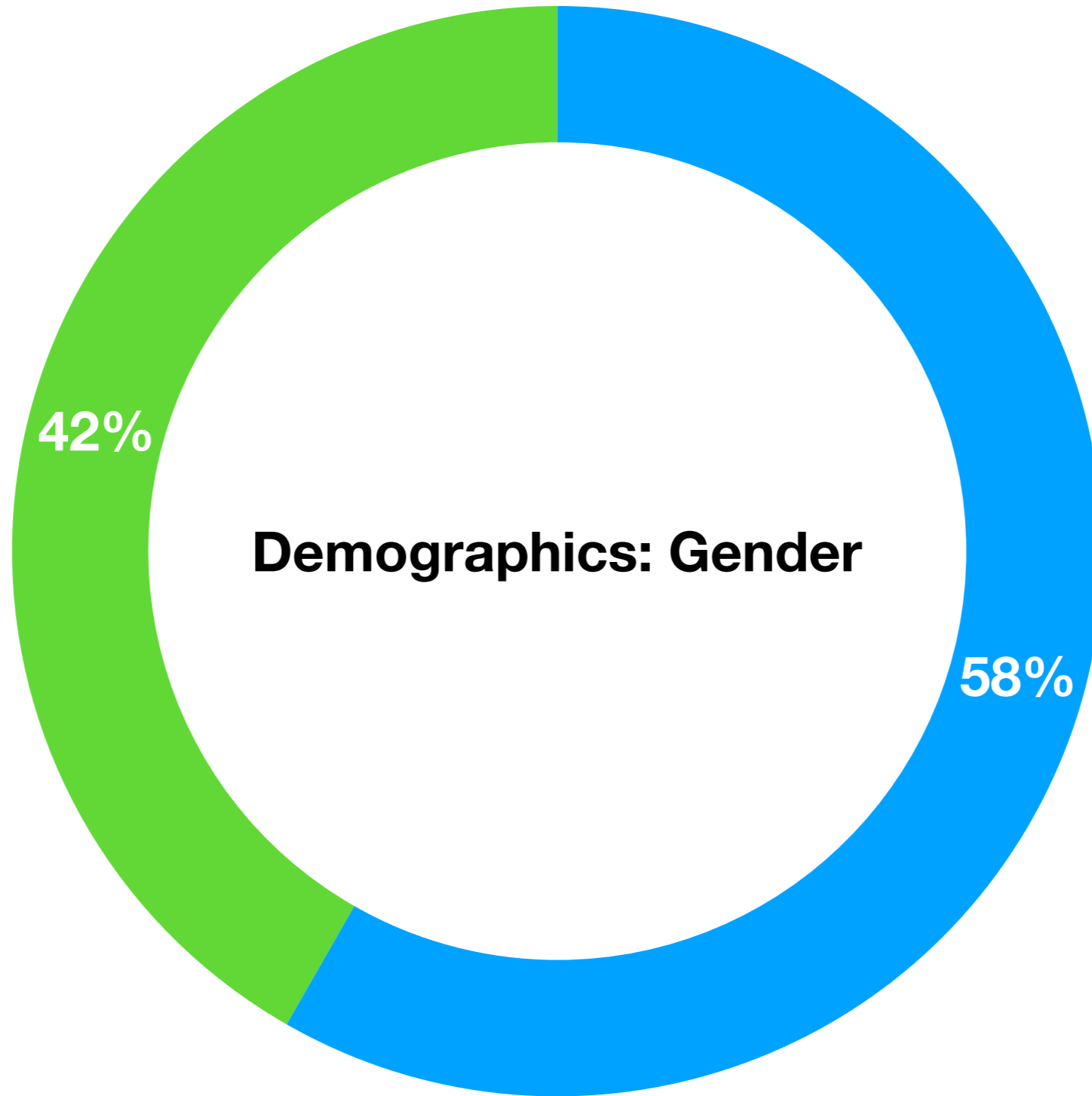
25-34

35-44

45-54

55-64

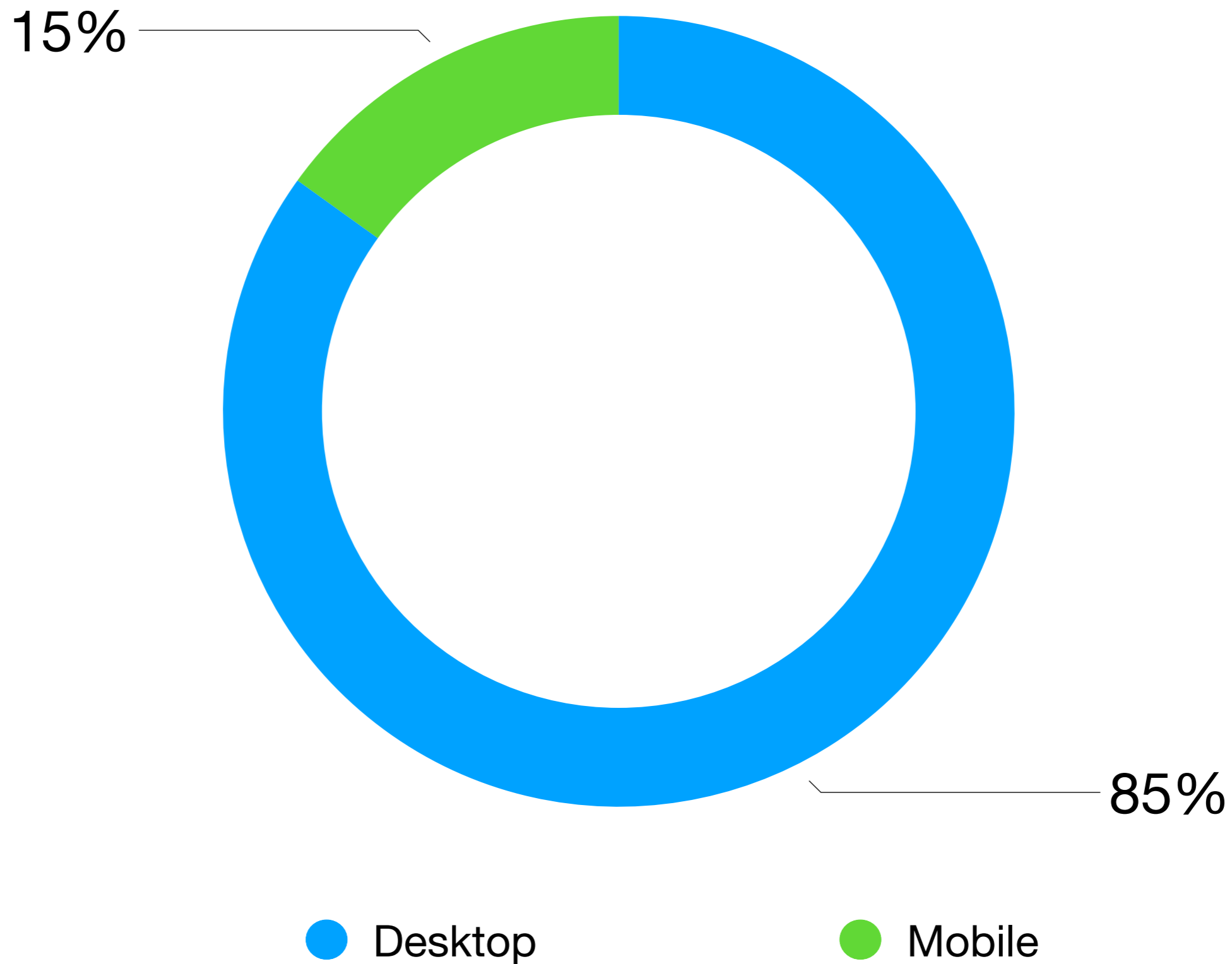
65+



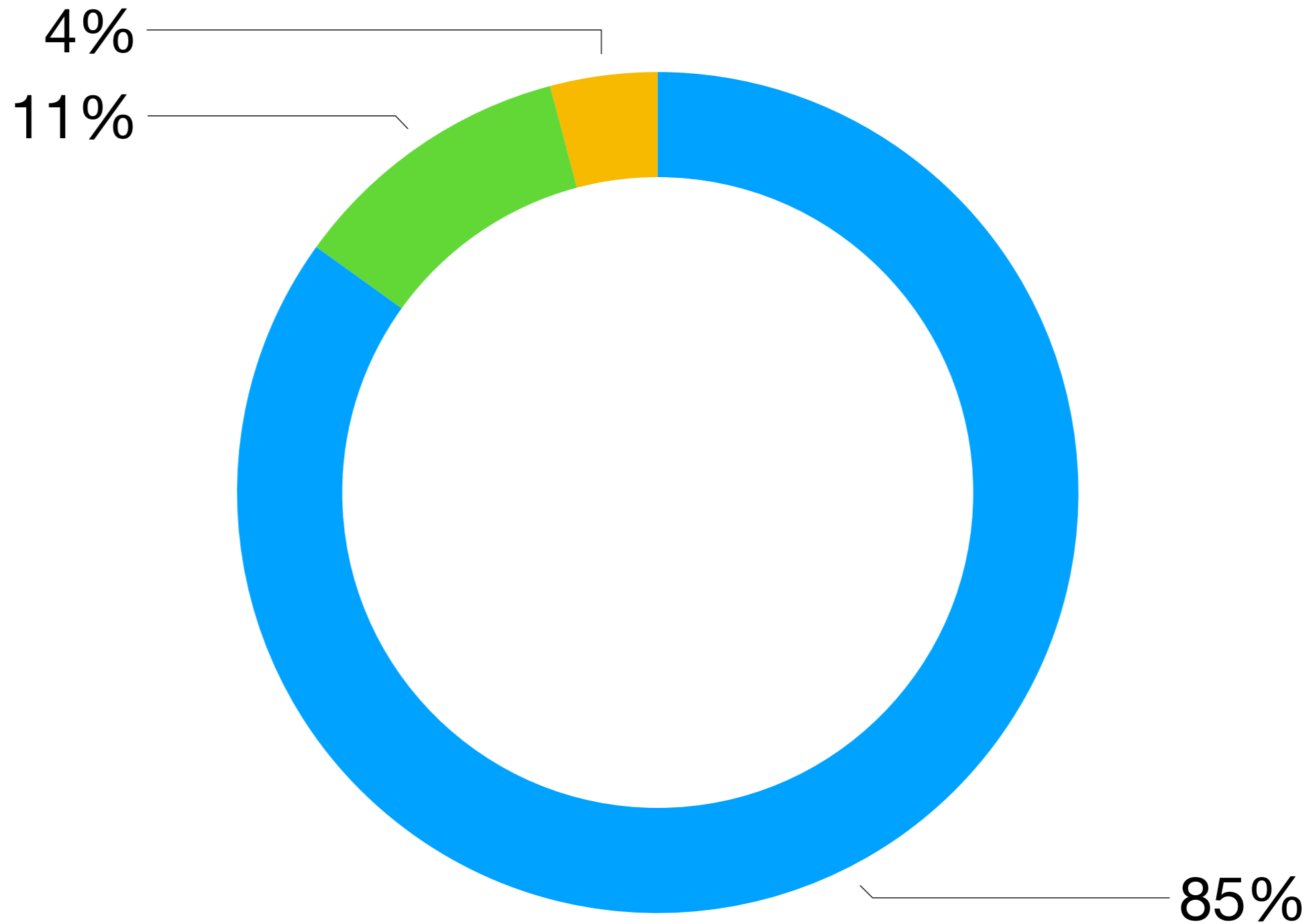
● female

● Male

15% of patrons used phones and tablets



Mobile & Desktop Patrons

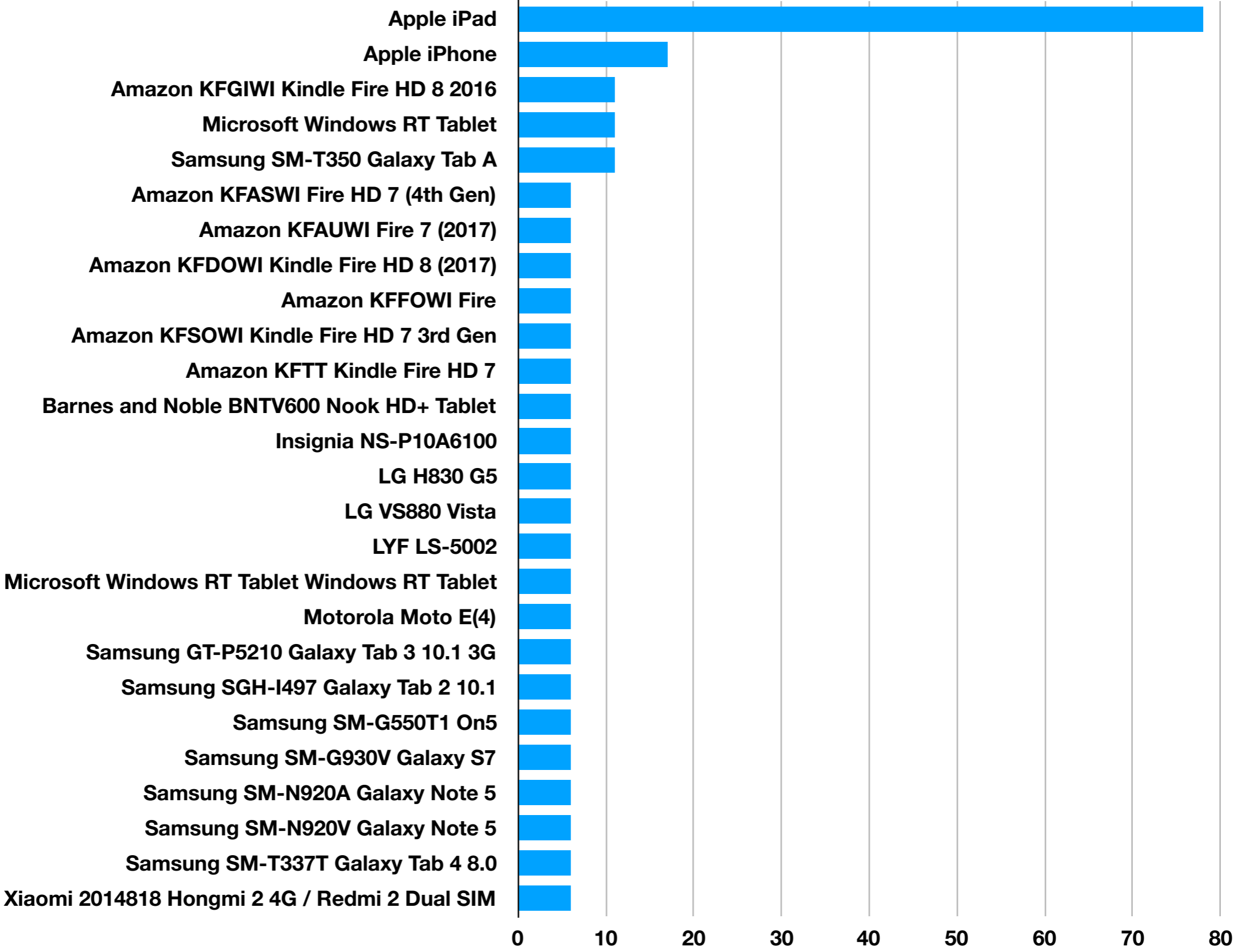


● Desktop

● Tablet

● Phone

Patrons by Mobile Device



Mobile Device Branding

