

# Brown Deer Library

2014 Annual Report

The Brown Deer Public Library provides educational, informational, recreational, and cultural materials and services to those who live or work in Brown Deer and other Milwaukee County Federated Library System patrons.

**313 Likes**

2014 Patron satisfaction survey

- Brown Deer Library is important!
- I get Excellent Service!
- I visit monthly or more!

## COMPUTER USE

### HOURS OF USE

Year	Hours Used
2013	9226
2014	14000

- Most employers have discontinued accepting paper applications, requiring applicants to complete forms online.
- Of those who do not subscribe to home internet service, 35% perceive its lack of relevance, and 22% cite cost as factors.\*\*
- Educational attainment is the greatest predictor of which households have internet access - greater than race or income.\*\*

**55%** ⇒ **Apply Now!** ⇒

55% of computer users 'applied for a job or sent out a resume' on our PCs in November!

## CHECKOUTS & CARDS

Category	Percentage of all checkouts	Count
Adult Books	34%	60698
Youth Books	27%	48793
DVDs	27%	48552
the rest	12%	10741 + 5119 + 4497

22% of Brown Deer Residents had active Library Cards at the close of 2014

200,123 items were checked out, 4850 of which were ebooks. In fact, ebook use increased by 48% compared to 2013!

Active Cards (22%) | No Card or Expired Card (78%)

## PROGRAMS & VISITS

Library hours increased by 9% when Saturdays opened year-round 10-5.

**97906** visits → **110914** visits

Patron visits increased by 12%!

**2083...** ...hours of reading done by kids during the Summer Reading Program! Take that, Summer Slump!

Program attendance by Children: **94%**

## FINANCES

**\$31.88...** ...Cost per-capita for Brown Deer residents to have their own library. The 3rd lowest in the county!

Category	Percentage	Amount
Staff	22%	103621
Materials	6%	48793
Operations	19%	92000
Taxes	37%	180511
MFLS	15%	71485
Fees	11%	51852
Other	4%	195346

Expenses | Revenues

### SOURCES:

<sup>A</sup> IMPACT Survey, Brown Deer Public Library, November 2014  
<sup>B</sup> Pew Internet and American Life Report, Who's Not Online and Why, Sept. 25 2013  
<sup>C</sup> Computer and Internet Use in the United States: US Census Tronm File, P20-569, May 2013

**BROWN DEER PUBLIC LIBRARY**  
 browndeerwi.org/library