# Typical Week Counts

## Public Library Survey and Annual Report

The Annual Report for municipal and intermunicipal library boards in Alberta allows the collection of certain data categories to be captured by typical week counts in order to provide an estimate for the year. This is instead of doing actual counts, in which the data has been tracked manually throughout the entire year.

A **typical week** is defined as a time that is neither unusually busy nor unusually slow. It does not include holidays, vacation periods, or days when unusual events are taking place in the community or in the library. It is a week in which the library is open regular hours.

The count captured in a typical week is then multiplied by 50 to come up with an estimate for the year. The use of 50 instead of 52 to capture data is intentional to account for holidays and closures.

## Fields eligible for typical week counts

The following fields are eligible to be counted by typical week counts. All other fields must be actual counts.

- **In Library Use** - Report the total number of print and non-print items used within the library but not circulated.
- **In-person library visits** - Report the number persons who physically entered the library for any purpose, including each time an individual re-entered the library. If applicable, also include visits to smartlockers and visits for curbside/hold pick ups.
- **Website visits** - Report the number of visits to the library's website. A website visit is an interaction by a user with the library website. A visit can include multiple page views, events, social interactions, and e-commerce transactions. If your library uses Google Analytics, website visits are "sessions."
- **Total Informal technology assistance transactions** - Report the total number of information technology assistance transactions conducted by phone, email, social media, video call and/or in person. An informal technology assistance transaction is an occasion where library staff help or train a library user on technology in the library. It includes unscheduled individual instruction and assistance in things such as how to use email, demonstrating a URL or how to print a document. Do not include any pre-planned, coordinated events (i.e. library programs) where technology training is delivered.
- **Total Reference transactions** - Report the total number of reference transactions (excluding informal technology assistance) conducted by phone, email, social media, video call and/or in person. Do not include directional or administrative questions, e.g. "Where is the washroom?"
- **Number of public workstation sessions** - Report the total number of separate times each public workstation was in use during the reporting year.
- **Number of wi-fi sessions** - Report the total number of discrete wi-fi sessions, as captured on a router or similar device, for the reporting year.

Questions? Please contact Public Library Services Branch at libraries@gov.ab.ca or by phone at 780-427-4871 (toll free by dialing 310-0000 before the phone number).

Alberta