

3 March 2015

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Dear Mr Moore

Official Information Act request regarding usage of the National Library collections

Thank you for your email of 5 February 2015 requesting information on the overall usage of the National Library's collections, specifically:

- The total number of loans made annually for each of the past 10 years; with preference for this information to be broken down by media type, if possible.
- The average size of the collection for each of the past 10 years.
- Any other measures of usage that would be of value or shed a different light.

I am pleased to advise that this information where available is attached as Appendix One.

Yours sincerely



Bill Macnaught
National Librarian

Appendix One: National Library Usage of Collections

	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14
Reading Rooms										
*Items retrieved from National Library Collections	30,042	24,262	28,902	30,623	31,785	26,705	25,995	19,539	23,352	24,415
*Items retrieved from Alexander Turnbull Library Collections	NA	NA	NA	52,087	50,453	3,107 (1)	9,811 (1)	8,800 (1)	30,961	33,300
*Total	30,042	24,262	28,902	82,710	82,238	29,812	35,806	28,339	54,313	57,715
Loans for Exhibitions (2)	6	2	3	11	1	1	5	2	3	3
Microfilm loans: Interloan	218 (3)	118 (3)	52 (3)	105 (3)	208 (3)	481	904	514	395	361
Print Disabilities Collection	37,336	40,149	42,277	41,975	42,273	39,761	35,040	33,508	30,857	29,789
General Collections	88,151	76,851	77,432	75,966	74,527	67,992	60,354	51,218	51,166	49,965
Music Hire (items)	-	4,394	4,924	4,340	4,985	4,998	4,651	3,760	4,891	4,574
Schools Collection	1,161,313	1,187,076	1,162,211	1,144,984	1,055,390	1,005,321	954,173 (4)	883,469 (4)	888,411 (5)	938,830
Alexander Turnbull Library										
Average size of collection (6)										
>NZ & Pacific published				2,048,060						2,097,738
>Cartographic				41,363						40,351
>Audiovisual				39,800						34,994
>Ephemera				186,048						226,323
>Rare Books				19,806						20,000
>General printed collections				38,000						40,000
>Photograph				3,387,476						3,068,049
>Drawings, Paintings & Prints				99,335						110,137
>Oral History				42,053						
>Digital Files										949,020

	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14
>Manuscripts								8,734 linear metres		11,000 linear metres
										10,500 microfilms
										1.70 TB electronic records

Notes:

- (1) Low ATL figures for 2009-10, 2010-11 & 2011-12 reflect the period ATL was not at Molesworth Street while the building was being renovated and most of the ATL collections were not available.
 - (2) Denotes number of loans, not number of items.
 - (3) Figures represent calendar years.
 - (4) Change of duration of the loan period from 5 weeks to a school term.
 - (5) Christchurch earthquake – the service centre closed for 10 months and schools in Canterbury affected over the 2011-13 period.
 - (6) The collections of the ATL are large and complex. Establishing the number of individual items in, for example, the manuscripts and photograph collections, is a statistical sampling exercise. The figures are therefore approximate.
- The holdings are generally counted for our 5-yearly collection valuation. These occurred in 2003, 2008 and 2011. An external valuation was conducted in 2014. The 2008 valuation generated collection statistics which were used for this exercise. The 2011 valuation was a paper exercise, as the collections were in lockdown while the building was being renovated. The 2011 valuation was a sampling exercise based on metreage of shelving rather than number of items. We have generated figures for 2014 from the National Library website and the records kept by individual curators.

	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14
Online Usage	No data for this period	421,858 Page views June 06 only	6,472,549 Page views	7,786,912 Page views	38,201,572 Page views	94,774,111 Page views	126,177,977 Page views	144,432,956 Page views	50,933,090 Page views	42,448,167 Page views

13/14 sources – www.natlib.govt.nz, www.paperspast.natlib.govt.nz, www.tapuhi.natlib.govt.nz, Search Stations (onsite digital application), [A to Js](http://mp.natlib.govt.nz), <http://mp.natlib.govt.nz>, [Te Ao Hou](http://teao.govt.nz), [Royal Society](http://royalsociety.org.nz), TAPUHI (ATL unpublished collection catalogue), Voyager ILS (the National Library published collection catalogue). Totals taken from Google Analytics except for TAPUHI and Voyager ILS for which we use Urchin web analytics.

12/13 sources – www.natlib.govt.nz, www.paperspast.natlib.govt.nz, www.tapuhi.natlib.govt.nz, Search Stations (onsite digital application), [A to Js](http://mp.natlib.govt.nz), <http://teao.govt.nz>, [Royal Society](http://royalsociety.org.nz), TAPUHI(ATL unpublished collection catalogue), Voyager ILS (the National Library published collection catalogue). Totals taken from Google Analytics except for TAPUHI and Voyager ILS for which we use Urchin web analytics.

11/12 sources using Urchin web analytics – www.paperspast.natlib.govt.nz, www.tapuhi.natlib.govt.nz, [A to Js](http://mp.natlib.govt.nz), <http://teao.govt.nz>, [Royal Society](http://royalsociety.org.nz), Find (defunct search and discovery service), <http://nlzcat.govt.nz>. Totals taken from Urchin web analytics.

10/11 sources using Urchin web analytics – www.paperspast.natlib.govt.nz, www.tapuhi.natlib.govt.nz, [A to Js](http://mp.natlib.govt.nz), <http://teao.govt.nz>, [Royal Society](http://royalsociety.org.nz), Find (defunct search and discovery service), <http://nlzcat.govt.nz>. Totals taken from Urchin web analytics.

09/10 sources using Urchin web analytics – www.paperspast.natlib.govt.nz, www.tapuhi.natlib.govt.nz, <http://mp.natlib.govt.nz>, [Te Ao Hou](http://teao.govt.nz), [Royal Society](http://royalsociety.org.nz), Find (defunct search and discovery service), <http://nlzcat.govt.nz>, Timeframes (defunct digital image site, merged into Find). Totals taken from Urchin web analytics.

08/09 sources using Urchin web analytics – www.paperspast.natlib.govt.nz, www.tapuhi.natlib.govt.nz, <http://mp.natlib.govt.nz>, [Te Ao Hou](http://teao.govt.nz), [Royal Society](http://royalsociety.org.nz), Find (defunct search and discovery service), <http://nlzcat.govt.nz>, Timeframes (defunct digital image site, merged into Find), Publications NZ (defunct site merged into Find). Totals taken from Urchin web analytics.

07/08 sources using Urchin web analytics – www.tapuhi.natlib.govt.nz, [Te Ao Hou](http://teao.govt.nz), [Royal Society](http://royalsociety.org.nz), <http://nlzcat.govt.nz>, Timeframes (defunct digital image site, merged into Find), Publications NZ (defunct site merged into Find). Totals taken from Urchin web analytics.

06/07 sources using Urchin web analytics – www.tapuhi.natlib.govt.nz, [Te Ao Hou](http://www.te-ao-hou.govt.nz), [Royal Society](http://www.royal-society.govt.nz), [http://nlnzcat.govt.nz](http://www.nlnzcat.govt.nz), Timeframes (defunct digital image site, merged into Find). Totals taken from Urchin web analytics.

05/06 sources using Urchin web analytics – www.tapuhi.natlib.govt.nz, [Te Ao Hou](http://www.te-ao-hou.govt.nz), [http://nlnzcat.govt.nz](http://www.nlnzcat.govt.nz), Timeframes (defunct digital image site, merged into Find). Totals taken from Urchin web analytics.

Points to note:

- Page view totals from June 06 to financial year 11/12 are all taken from a web analytics tool called Urchin. The last 2 years of totals (12/13 to 13/14) use a mixture of numbers from Google Analytics and Urchin. Google Analytics will report a very different number of page views to Urchin because the two products count this metric differently.
- These sources represent the dominant online platforms on which NLNZ/ATL content is being delivered.
- This number loosely represents users' consumption of online content, and is not an exact representation of number of collection items delivered online.
- 'Page views' have been chosen as the metric to represent consumption of online content as they are roughly comparable to a metric such as delivery of an item to a reading room.
- Every time an online visitor sights a page with a representation of a collection item (be that metadata, digitised/transcribed, or an actual born-digital collection item) they consume the library's service which is to make collections available to researchers.
- Most of these websites also have non-collection material that we are delivering to multiple customer bases which are also counted within these page views.
- The Library has not historically counted the delivery of online collection content differently to online content as a whole.
- The Services to School online platform is not included, as it predominantly delivers library-created content.