

DOWNTOWN LIBRARY
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NORTH PARTNER LIBRARY
 10 VAN BUREN ST. | RAPID CITY, SD 57701 | 605.716.4098

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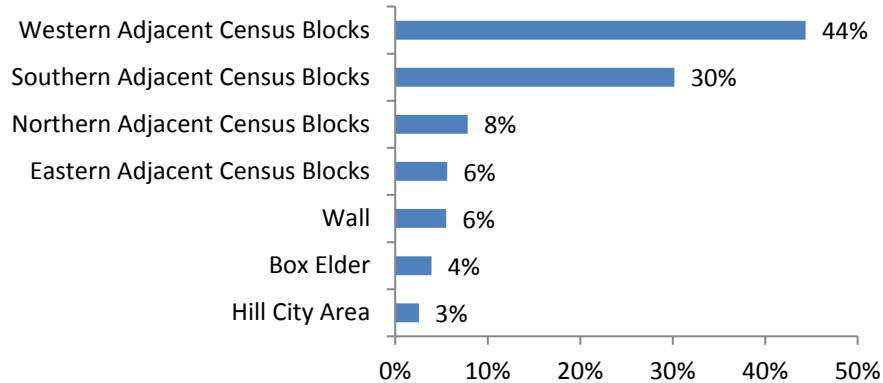


Date: May 13, 2019
 To: Rapid City Public Library Board of Trustees
 From: Lisa DaSilva, Customer and Technology Services Librarian
 Re: Pennington County Library Use, First Quarter 2019

Registered Borrowers, January 1-March 31, 2019

	Number of Borrowers	Percentage of Total
Rapid City Borrowers	35,592	78.9%
Pennington County Borrowers	8,481	18.8%
Out of County Borrowers	1,048	2.3%
Total	44,872	100%

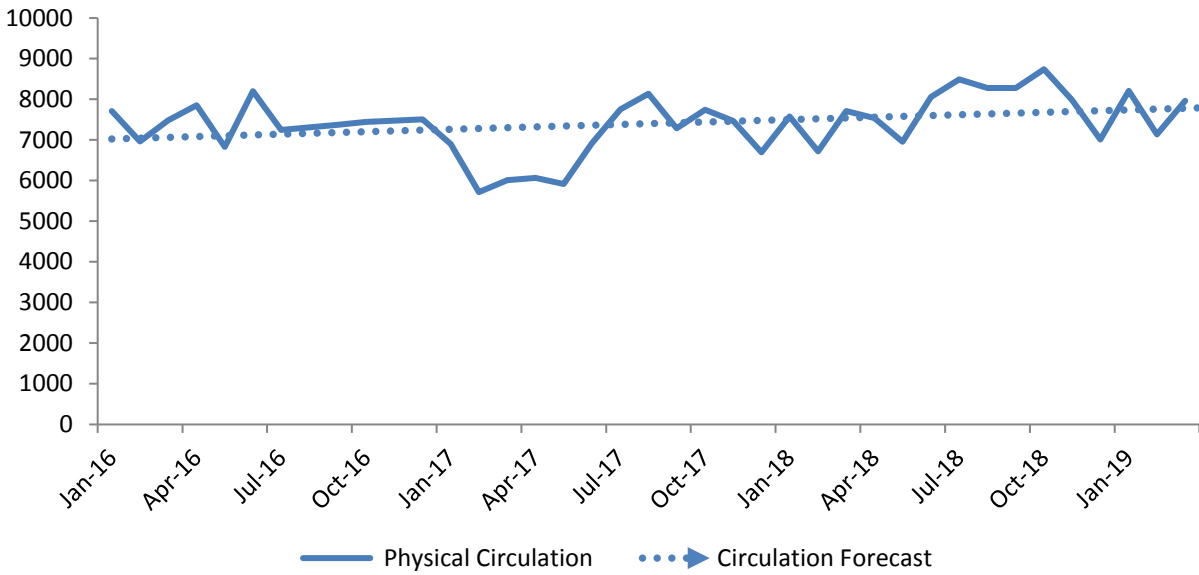
**Percentage of Pennington County Users by Area
 (based on 2012 census tracts)**



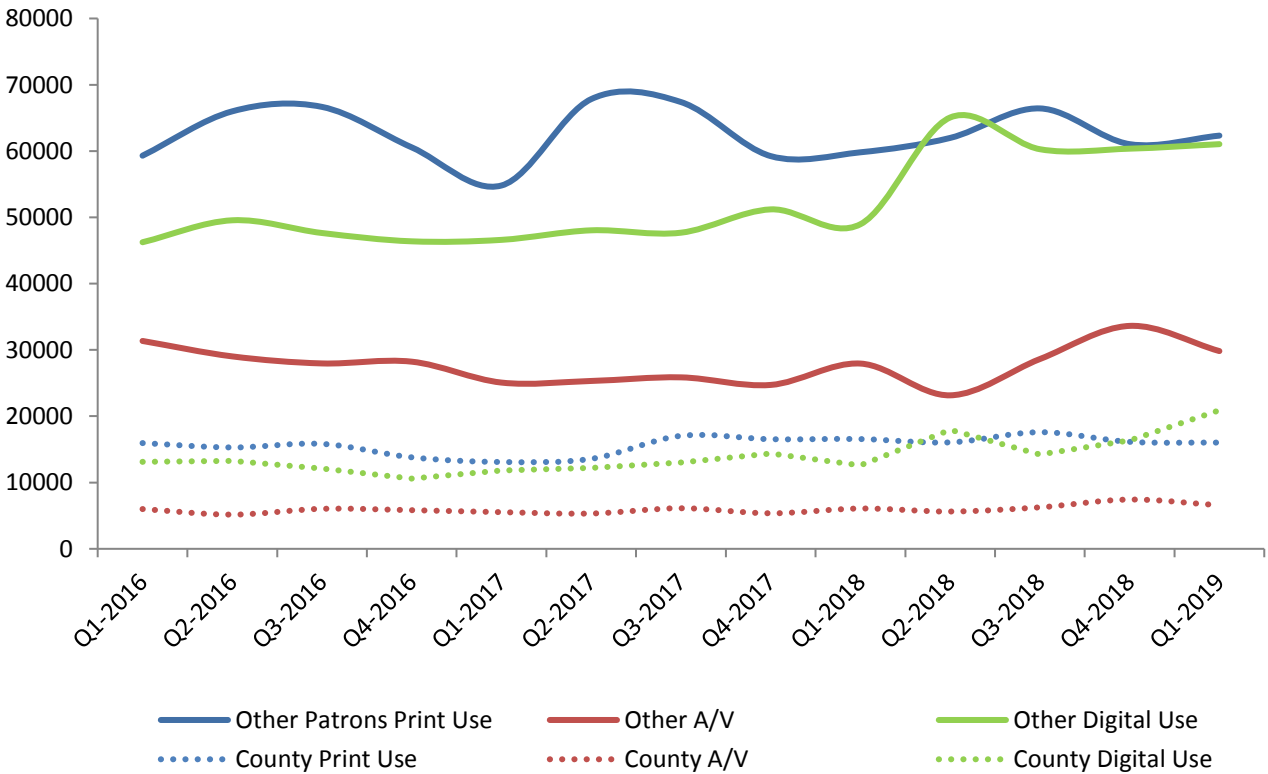
First Quarter Physical Material Uses, January 1-March 31, 2019

	Number of Uses	Percentage of Total
Rapid City Borrowers	91,788	76.3%
Pennington County Borrowers	23,593	19.6%
Out of County Borrowers	4,865	4.1%
Total	120,246	100%

Pennington County Circulation 2016-2019



Circulation by Patron and Material Type



Type	Definition	Statistics Tracked
Subscription Databases	<p>Organized collections of information to which the library subscribes and patrons have access to search and view.</p> <p>For example, library databases include magazines and journals, automotive repair, encyclopedias, STEM resources, early childhood literacy, genealogy, reader’s advisory resources, and technology training classes.</p> <p>Popular databases in Q1: Valueline – 4,895 uses, A to Z Reference – 848 uses, Universal Class – 354 uses</p>	Individual User Sessions or Logons
Downloadable Materials	<p>Downloadable and/or eBooks, audiobooks, and videos accessed via e-readers, computers, smartphones, or other mobile devices.</p> <p>Downloadable titles and streaming titles are among the most used collections at the library.</p> <p>Library users downloaded or streamed 42,730 digital items in Q1.</p>	Individual Material Downloads
Social Networking	<p>An online community that creates content and shares information through the relation of ideas, pictures, posts, events, and interests. For example, Pinterest, Facebook, Instagram, and YouTube.</p> <p>The library uses these networks as tools to provide information about library services. Examples are book lists and recommendations on Pinterest, event announcements on Twitter, videos of story times and other activities on YouTube.</p> <p>In Q1, the library engaged with people 24,053 times with social networking tools.</p>	Individual page hits or views of a social networking site