



**DOWNTOWN LIBRARY**  
 610 QUINCY ST. | RAPID CITY, SD 57701 | 605.394.4171

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

[RAPIDCITYLIBRARY.ORG](http://RAPIDCITYLIBRARY.ORG)

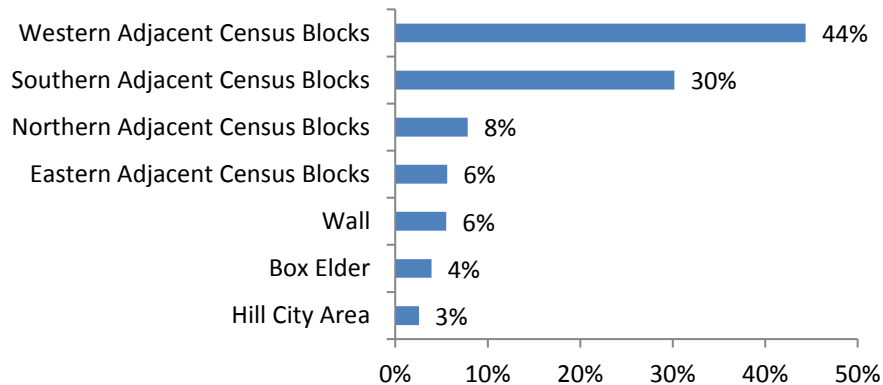


Date: August 12, 2019  
 To: Rapid City Public Library Board of Trustees  
 From: Lisa DaSilva, Librarian I  
 Re: Pennington County Library Use, Second Quarter 2019

**Registered Borrowers, April 1-June 30, 2019**

	Number of Borrowers	Percentage of Total
Rapid City Borrowers	30,365	79.2%
Pennington County Borrowers	7,119	18.6%
Out of County Borrowers	834	2.2%
Total	38,318	100%

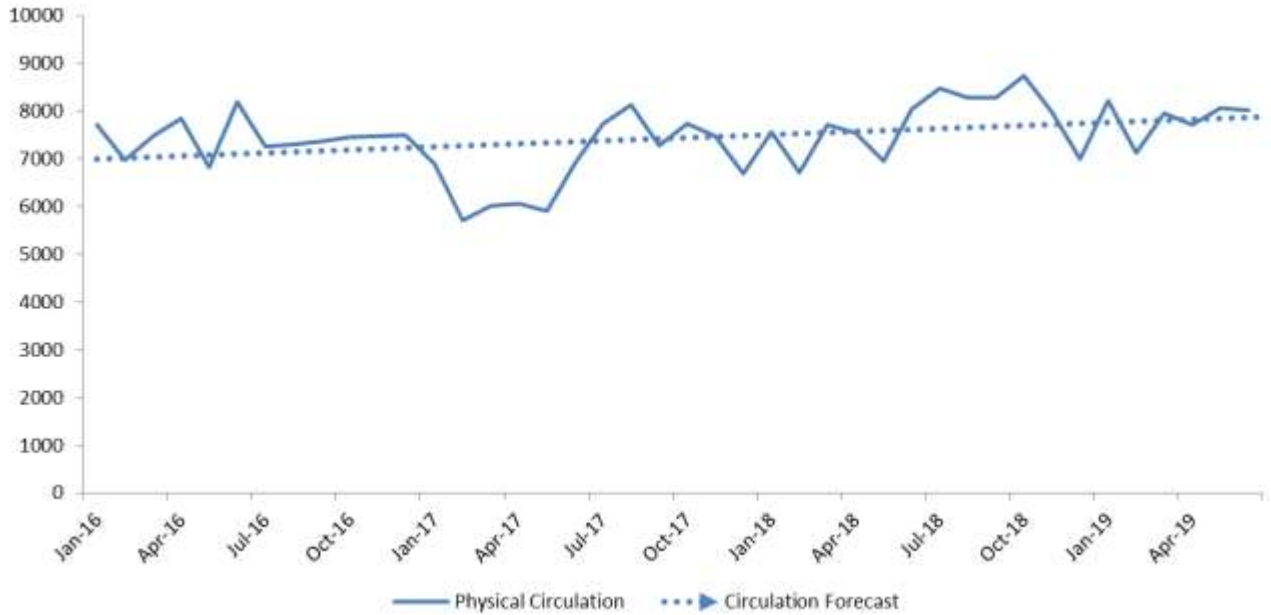
**Percentage of Pennington County Users by Area  
 (based on 2012 census tracts)**



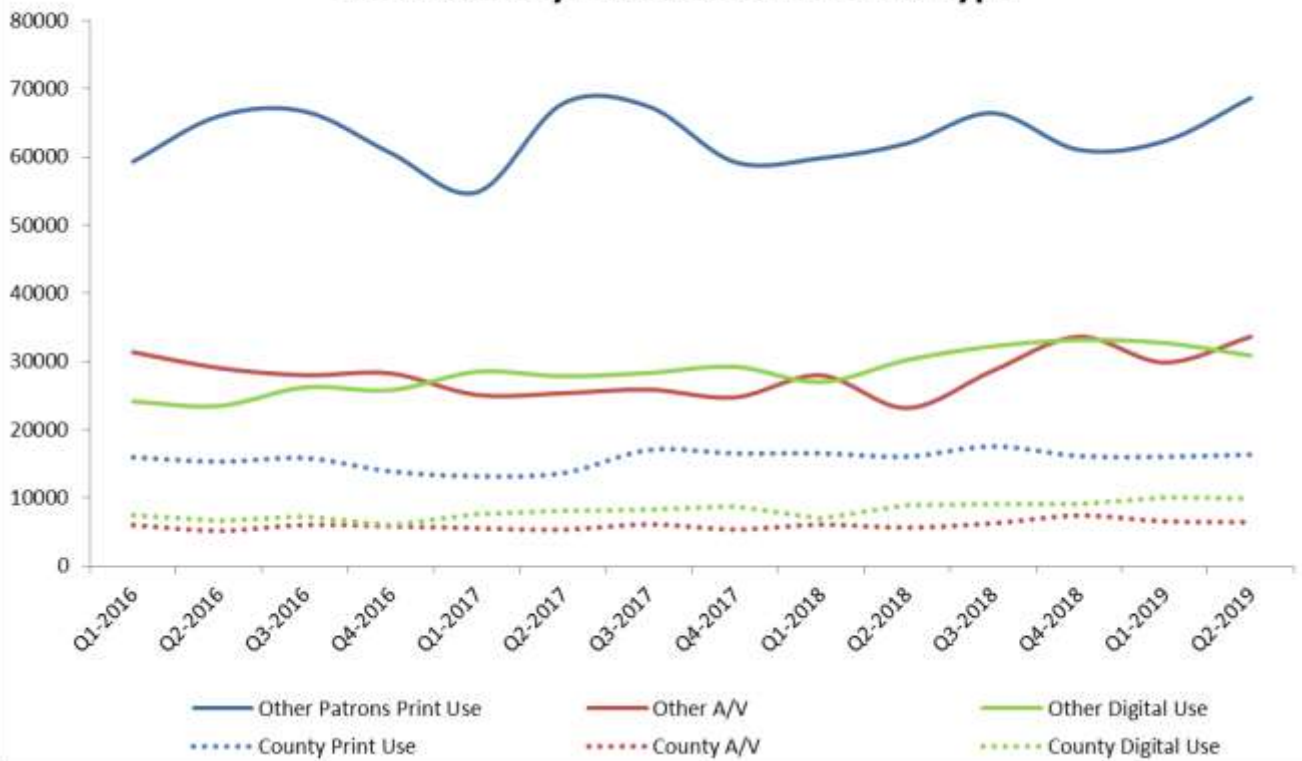
**Physical Material Uses, April 1-June 30, 2019**

	Number of Uses	Percentage of Total
Rapid City Borrowers	91,484	76.4%
Pennington County Borrowers	23,823	19.9%
Out of County Borrowers	4,477	3.7%
Total	119,784	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, <a href="#">library databases</a> 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 Q2: Valueline – 5,583 uses, A to Z Reference – 2,242 uses, Universal Class – 140 uses.</p> <p>The library’s digital archives were used 9,616 times in Q2.</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><a href="#">Downloadable titles</a> and <a href="#">streaming titles</a> are among the most used collections at the library.</p> <p>Library users downloaded or streamed 40,733 digital items in Q2.</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, <a href="#">Pinterest</a>, <a href="#">Facebook</a>, <a href="#">Instagram</a>, and <a href="#">YouTube</a>.</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 <a href="#">Twitter</a>, videos of story times and other activities on YouTube.</p> <p>In Q2, the library engaged with people 88,952 times with social networking tools.</p>	Individual page hits or views of a social networking site