

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

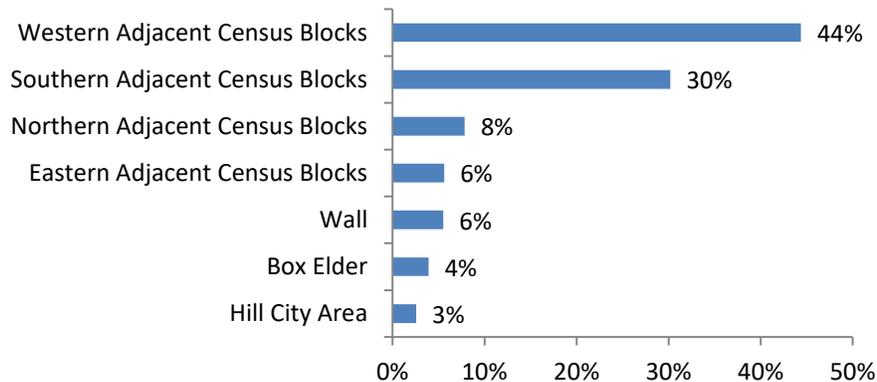


Date: November 13, 2019
 To: Rapid City Public Library Board of Trustees
 From: Lisa DaSilva, Librarian I
 Re: Pennington County Library Use, Third Quarter 2019

Registered Borrowers, July 1-September 30, 2019

	Number of Borrowers	Percentage of Total
Rapid City Borrowers	30,905	78.6%
Pennington County Borrowers	7,451	18.9%
Out of County Borrowers	974	2.5%
Total	39,330	100%

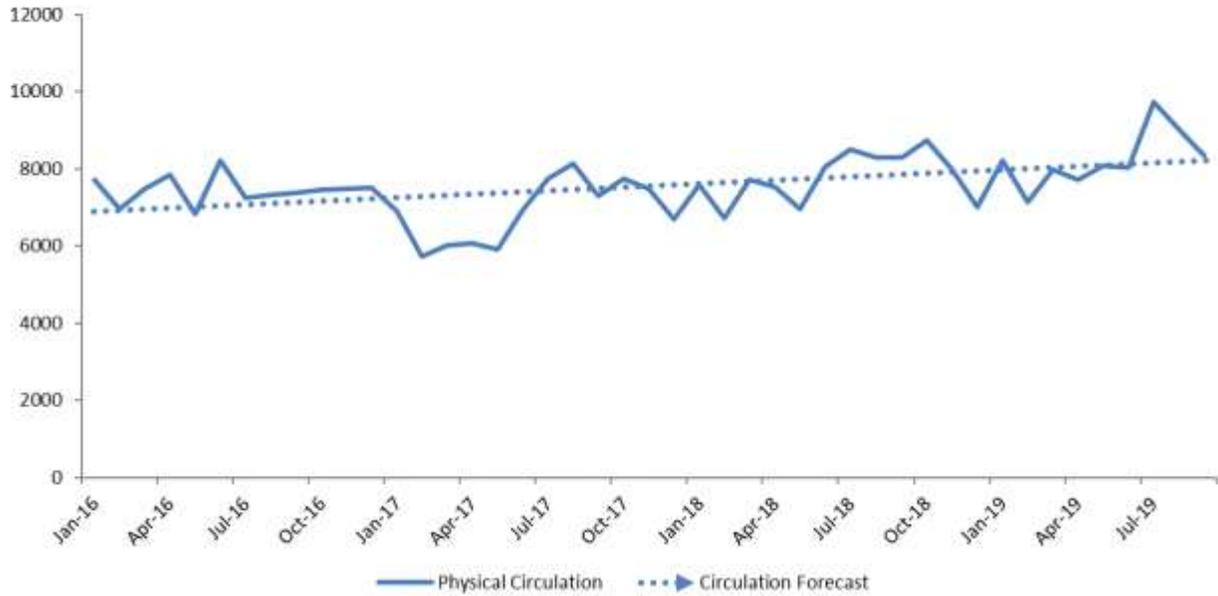
**Percentage of Pennington County Users by Area
 (based on 2012 census tracts)**



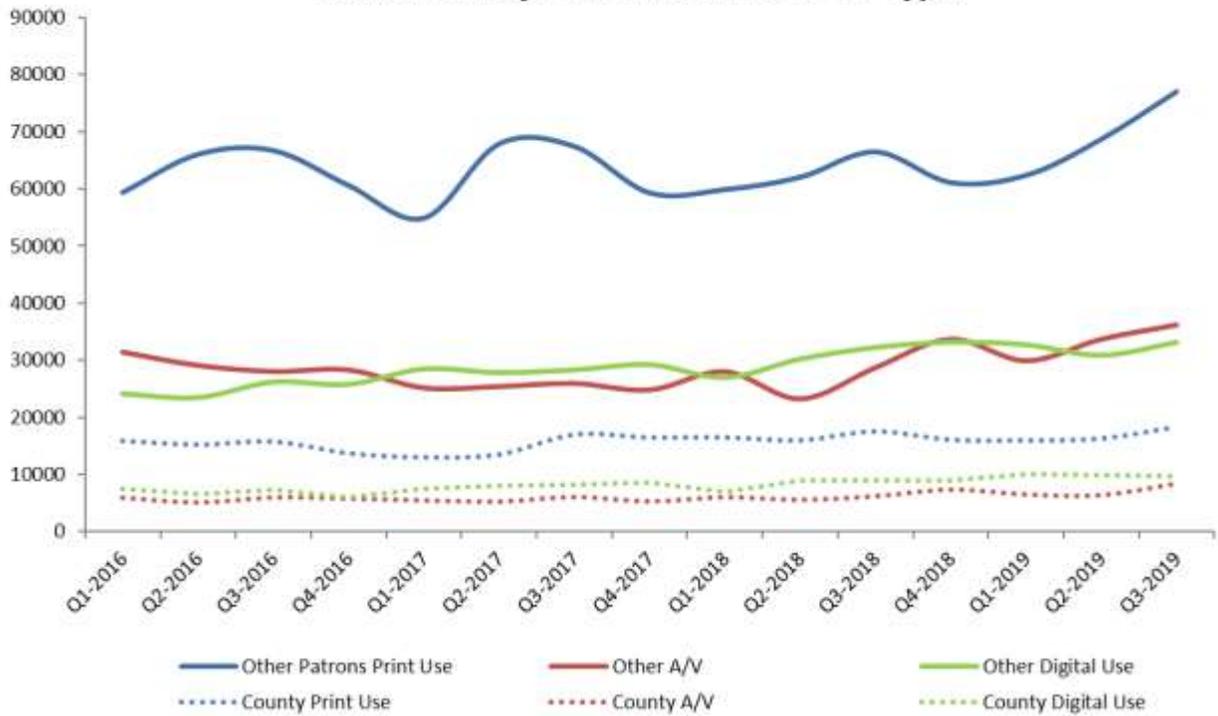
Physical Material Uses, July 1-September 30, 2019

	Number of Uses	Percentage of Total
Rapid City Borrowers	111,918	77.8%
Pennington County Borrowers	27,071	18.8%
Out of County Borrowers	4,821	3.4%
Total	143,810	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 Q3: Valueline – 3,131 uses, A to Z Reference – 1,074 uses, Newspapers.com – 162 uses.</p> <p>The library’s digital archives were used 2,171 times in Q3.</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 42,840 digital items in Q3.</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 Q3, the library engaged with people 45,891 times with social networking tools.</p>	Individual page hits or views of a social networking site