

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: February 10, 2020
 To: Rapid City Public Library Board of Trustees
 From: Lisa DaSilva and Sam Slocum, Librarian Is
 Re: Pennington County Library Use – 2019 Review

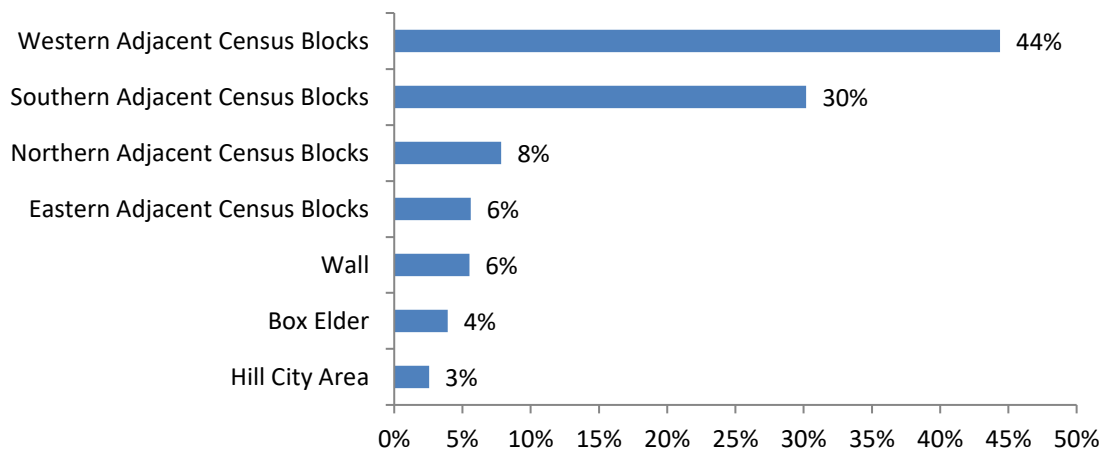
Summary

In 2019, Pennington County residents made up 20.1% of library use and 19.4% of the total number of library card holders.

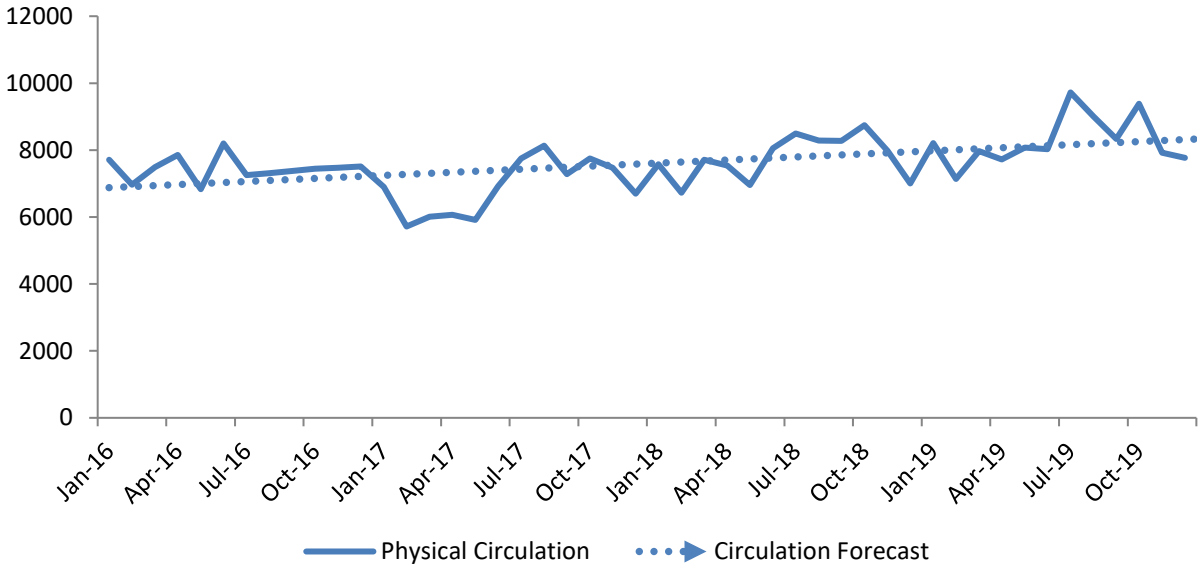
Background

	2018	% of Total	2019	% of Total
Rapid City Borrowers	34,935	78.8%	30,893	78.1%
Pennington County Borrowers	8,362	18.9%	7,677	19.4%
Out of County Borrowers	1,025	2.3%	978	2.5%
New Pennington County Borrowers	529	13.1%	668	15.8%
Materials Used by Pennington County Borrowers	125,607	20.6%	135,479	20.1%

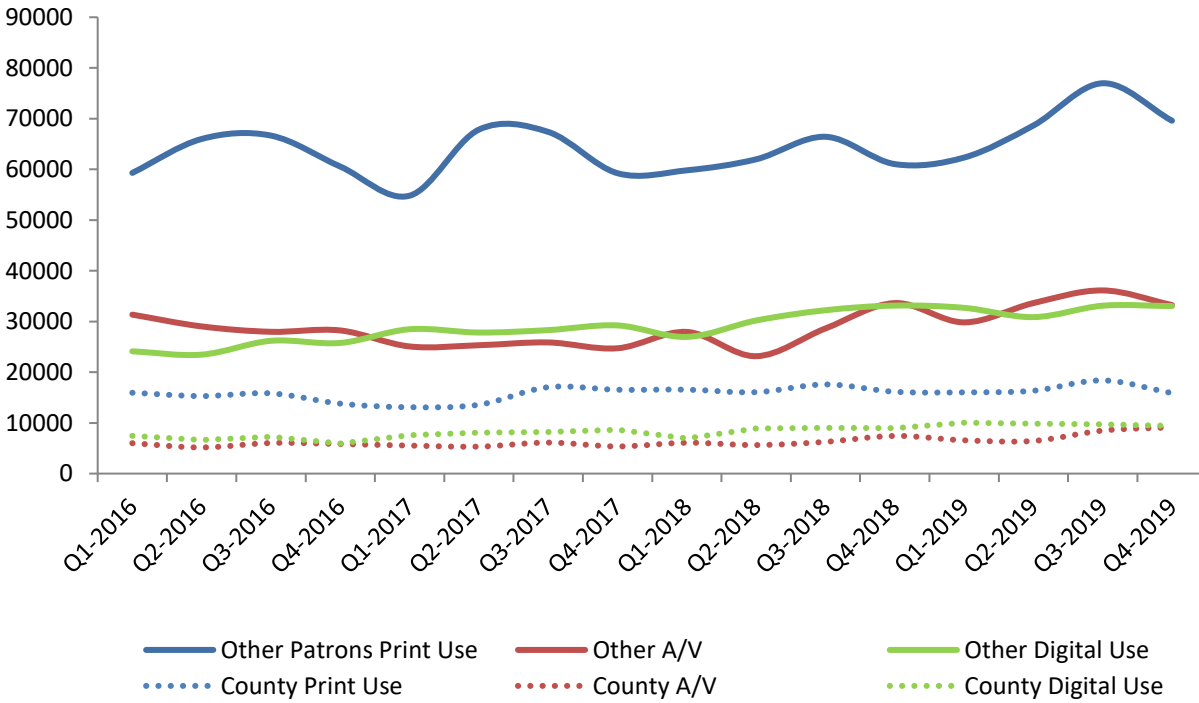
Percentage of Pennington County Users by Area (based on 2012 census tracts)



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 2019: Valueline – 17,919 uses, A to Z Reference – 5,860 uses, Universal Class – 751 uses, Mango Languages – 278 uses, Newspapers.com – 273 uses.</p> <p>The library’s digital archives were used 3,960 times in 2019.</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 168,722 digital items in 2019.</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 2019, the library engaged with people through social networking tools 167,844 times.</p>	Individual page hits or views of a social networking site