

DOWNTOWN LIBRARY
610 QUINCY ST. | RAPID CITY, SD 57701 | 605.394.6139

RAPIDCITYLIBRARY.ORG

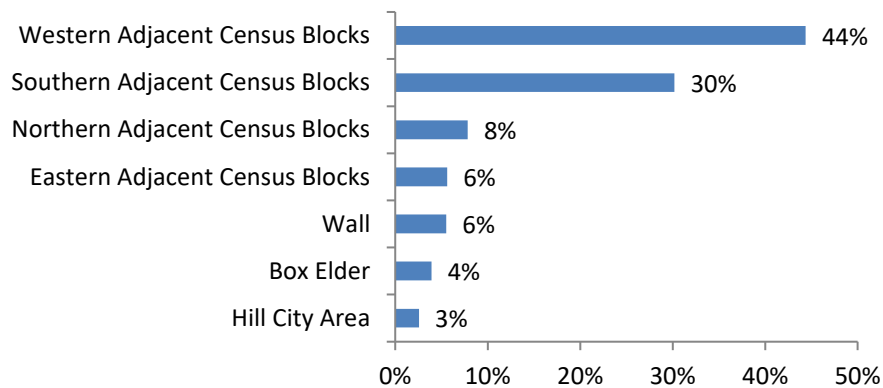


Date: May 10, 2021
 To: RCPL Board of Trustees
 From: Lisa DaSilva, Senior Librarian
 Re: Pennington County Library Use – Q1 2021

Registered Borrowers, January 1-March 30, 2021

	Borrowers	% of Total
Rapid City Borrowers	29,476	77.4%
Pennington County Borrowers	7,522	19.8%
Out of County Borrowers	1,069	2.8%
Total	38,067	100%

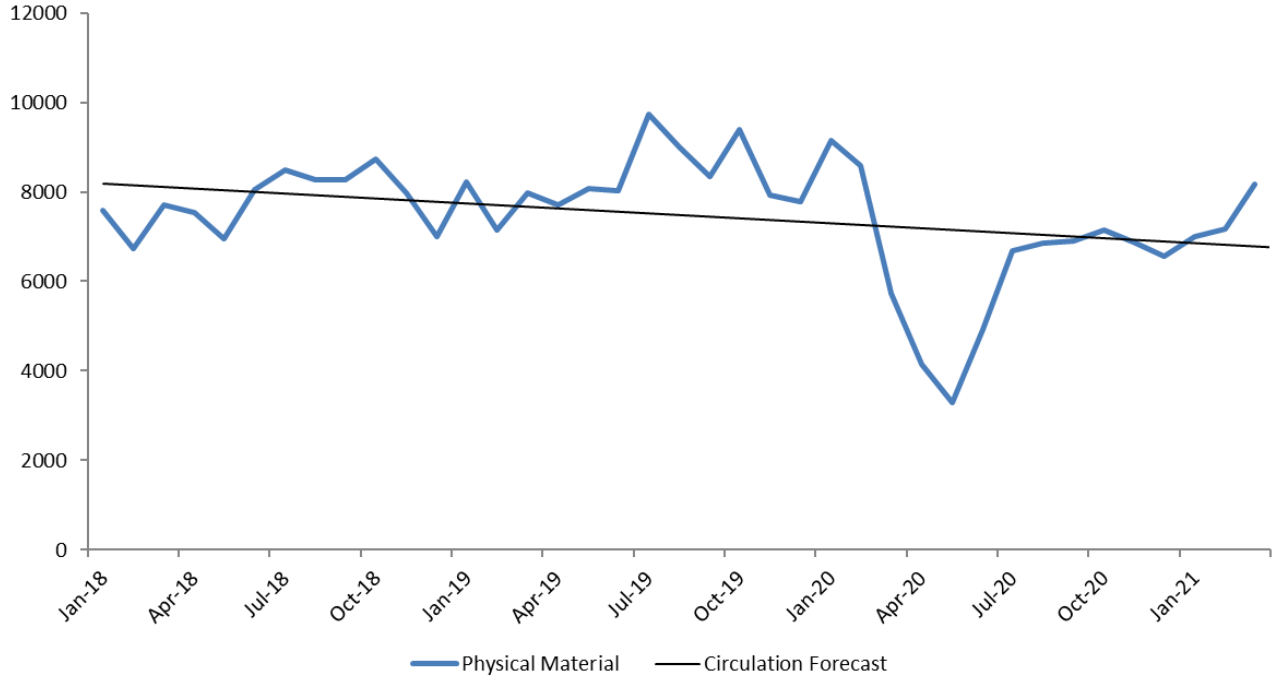
**Percentage of Pennington County Users by Area
 (based on 2012 census tracts)**



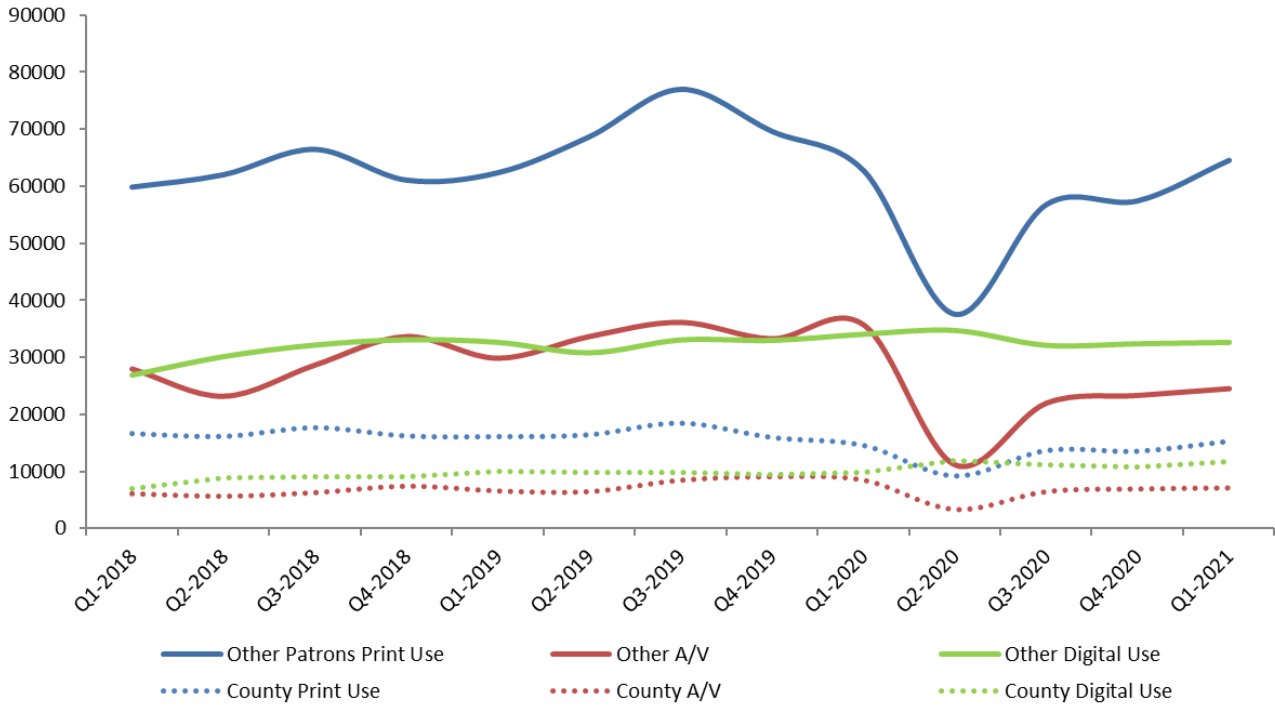
Physical Material Use, January 1-March 20, 2021

	Number of Uses	% of Total
Rapid City Borrowers	86,139	77.6%
Pennington County Borrowers	22,339	20.1%
Out of County Borrowers	2,555	2.3%
Total	111,033	100%

Pennington County Circulation 2018-2021



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, STEAM resources, early childhood literacy, genealogy, reader’s advisory resources, and technology training classes.</p> <p>Popular databases in Q1: Valueline – 3,437 uses, AtoZ Databases – 519 uses, Novelist – 1,413 uses, and Mango Languages – 247 uses.</p>	Individual User Sessions or Logons
Downloadable Materials	<p>Downloadable and/or eBooks, audiobooks, videos, and magazines accessed via e-readers, computers, smartphones, or other mobile devices.</p> <p>Downloadable titles are among the most used collections at the library.</p> <p>Library users downloaded or streamed 44,214 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 and videos of story times and other events on YouTube and Facebook.</p> <p>In Q1, the library engaged with people 46,790 times with social networking tools.</p>	Individual page hits or views of a social networking site