

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

RAPIDCITYLIBRARY.ORG



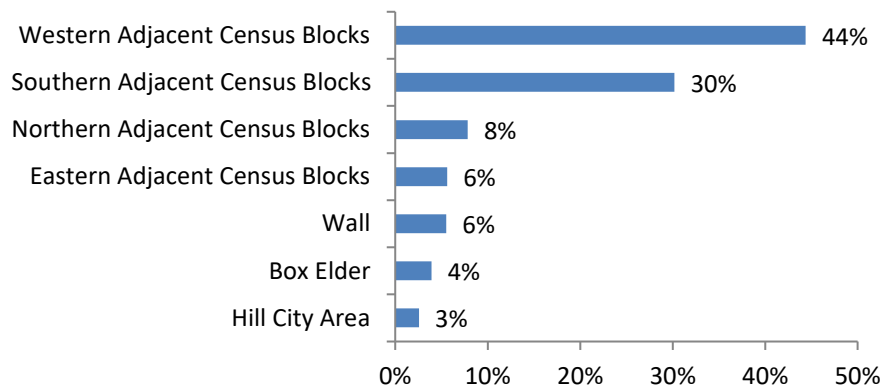
Date: August 9, 2021
 To: RCPL Board of Trustees
 From: Lisa DaSilva, Senior Librarian
 Re: Pennington County Library Use – Q2 2021

Registered Borrowers, April 1-June 30, 2021

	Borrowers *	% of Total
Rapid City Borrowers	24,145	77%
Pennington County Borrowers	6,359	20.3%
Out of County Borrowers	838	2.7%
Total	31,342	100%

**The number of borrowers decreased from the previous quarter due to an annual purge of expired borrower accounts.*

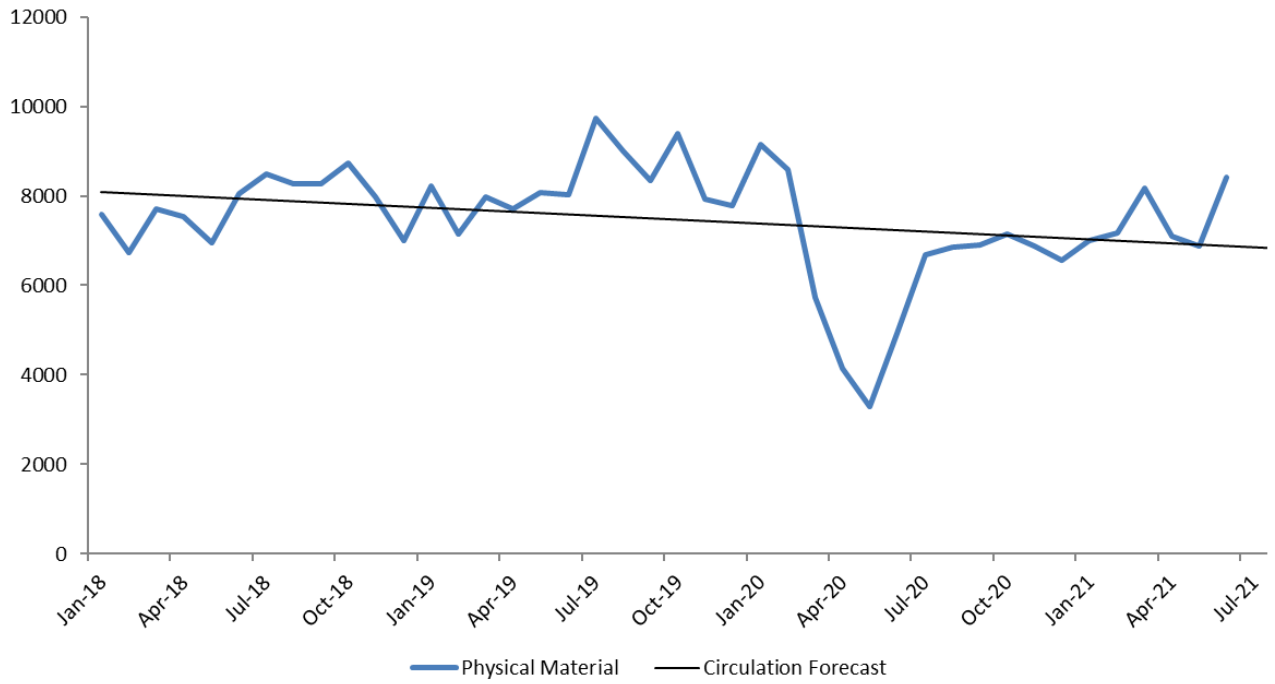
**Percentage of Pennington County Users by Area
 (based on 2012 census tracts)**



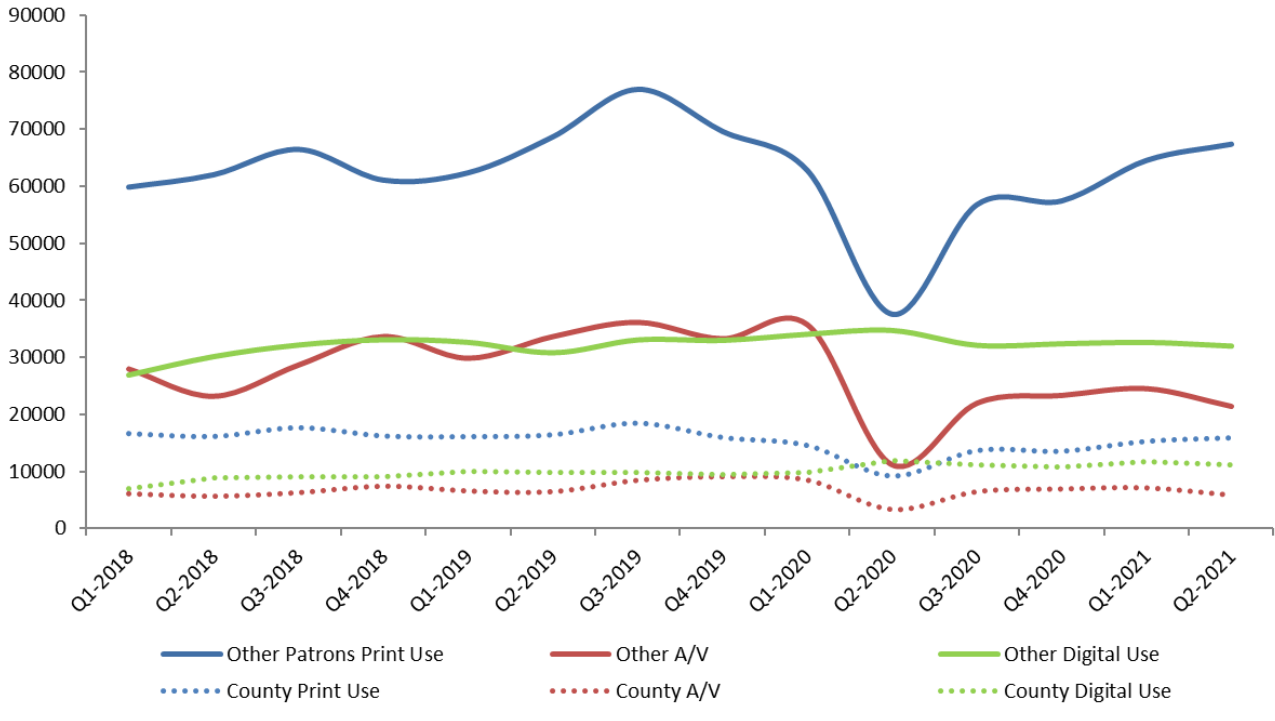
Physical Material Use, April 1-June 30, 2021

	Number of Uses	% of Total
Rapid City Borrowers	89,288	78.74%
Pennington County Borrowers	22,380	19.74%
Out of County Borrowers	1,726	1.52%
Total	113,394	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 Q2: Valueline – 5,085 uses, Novelist – 1,206 uses, Universal Class – 342 uses, AtoZ Databases – 232 uses, Tumblebooks – 161 uses, and Mango Languages – 122 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 43,097 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, 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 Q2, the library engaged with people 37,491 times with social networking tools.</p>	Individual page hits or views of a social networking site