

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

RAPIDCITYLIBRARY.ORG



Date: February 14, 2022
 To: RCPL Board of Trustees
 From: Lisa DaSilva, Senior Librarian
 Re: 2021 County Statistics Summary

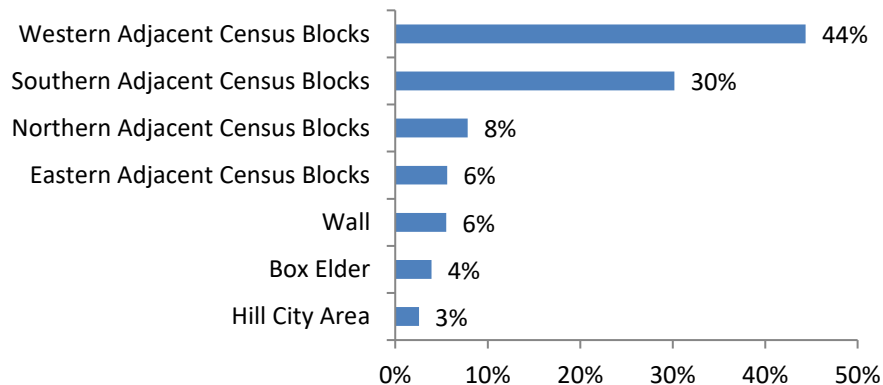
Summary:

In 2021, Pennington County residents accounted for 21.4% of library use and 22.2% of the total number of library account holders.

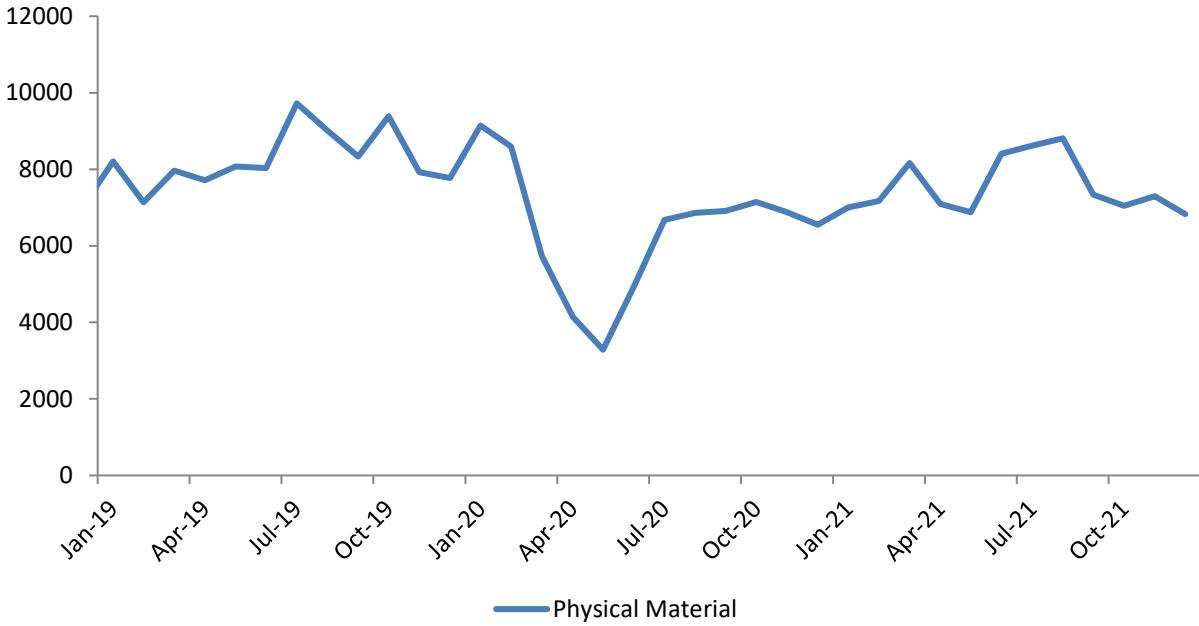
Registered Borrowers and Material Use

	2020	% of Total	2021	% of Total
Rapid City Borrowers	28,990	77.5%	25,521	77.2%
Pennington County Borrowers	7,389	19.7%	6,668	22.2%
Out of County Borrowers	1,041	2.8%	890	2.6%
New Pennington County Borrowers	392	17.1%	484	16.1%
Material Use by Pennington County Borrowers	119,512	21.4%	134,940	21.4%

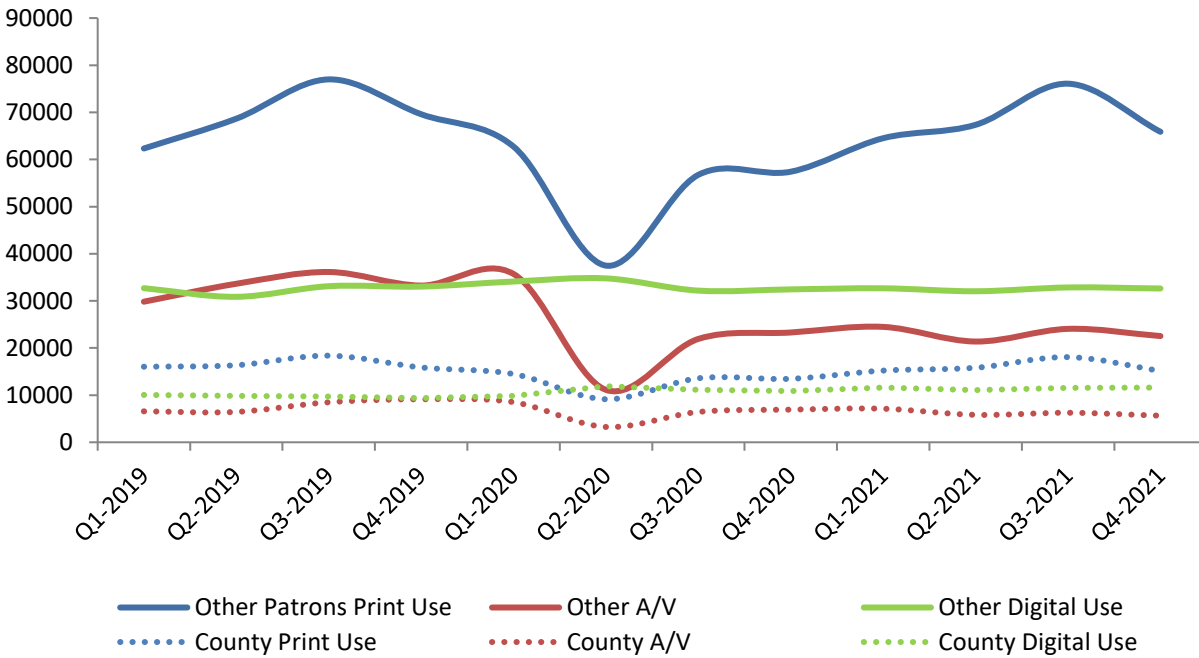
**Percentage of Pennington County Users by Area
 (based on 2012 census tracts)**



Pennington County Checkouts 2019-2021



Checkouts 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 2021: Valueline – 18,134 uses, AtoZ Databases – 2,541 uses, Novelist – 3,549 uses, Universal Class – 825 uses, and Mango Languages – 553 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 173,869 digital items in 2021.</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 2021, the library engaged with people 154,477 times with social networking tools.</p>	Individual page hits or views of a social networking site