

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

RAPIDCITYLIBRARY.ORG

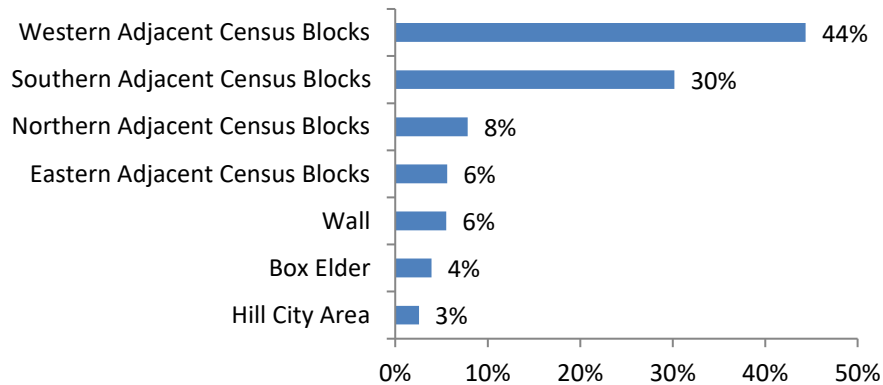


Date: May 9, 2022
 To: RCPL Board of Trustees
 From: Lisa DaSilva, Senior Librarian
 Re: Pennington County Library Use – Q1 2022

Registered Borrowers, January 1 – March 30, 2022

	Borrowers	% of Total
Rapid City Borrowers	26,195	77.2%
Pennington County Borrowers	6,822	20.1%
Out of County Borrowers	901	2.7%
Total	33,918	100%

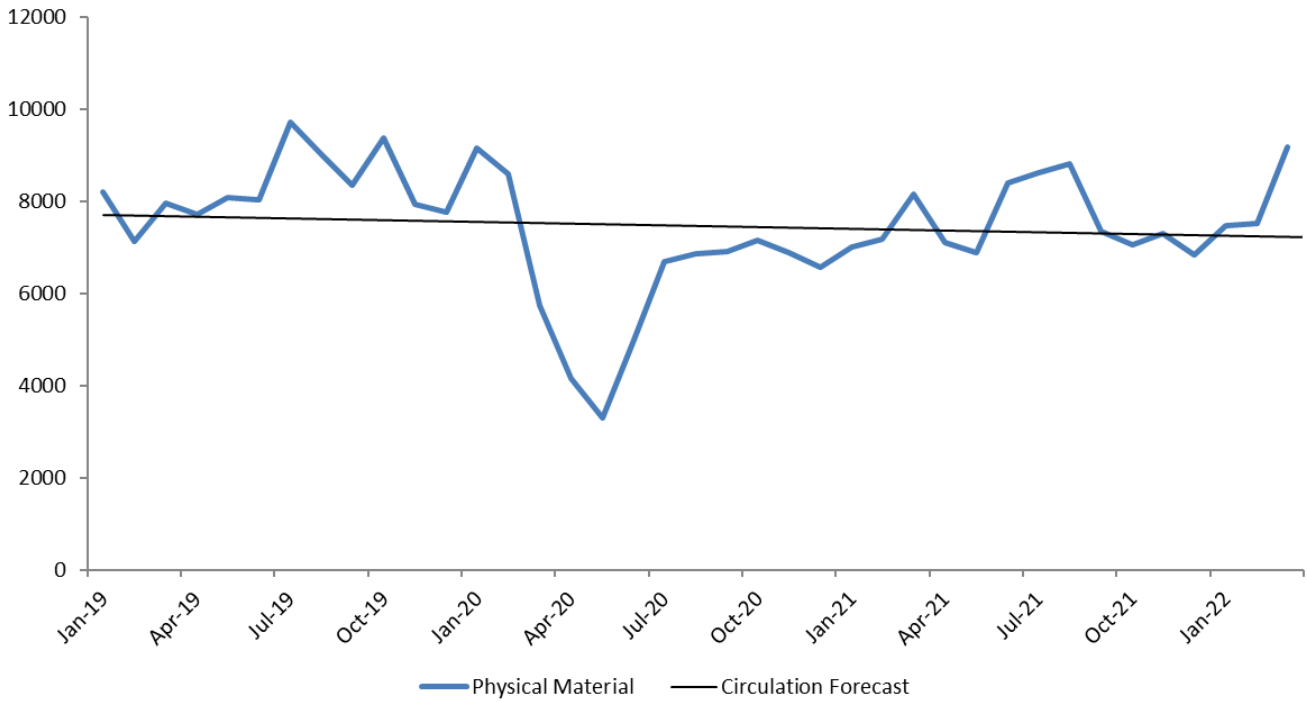
**Percentage of Pennington County Users by Area
 (based on 2012 census tracts)**



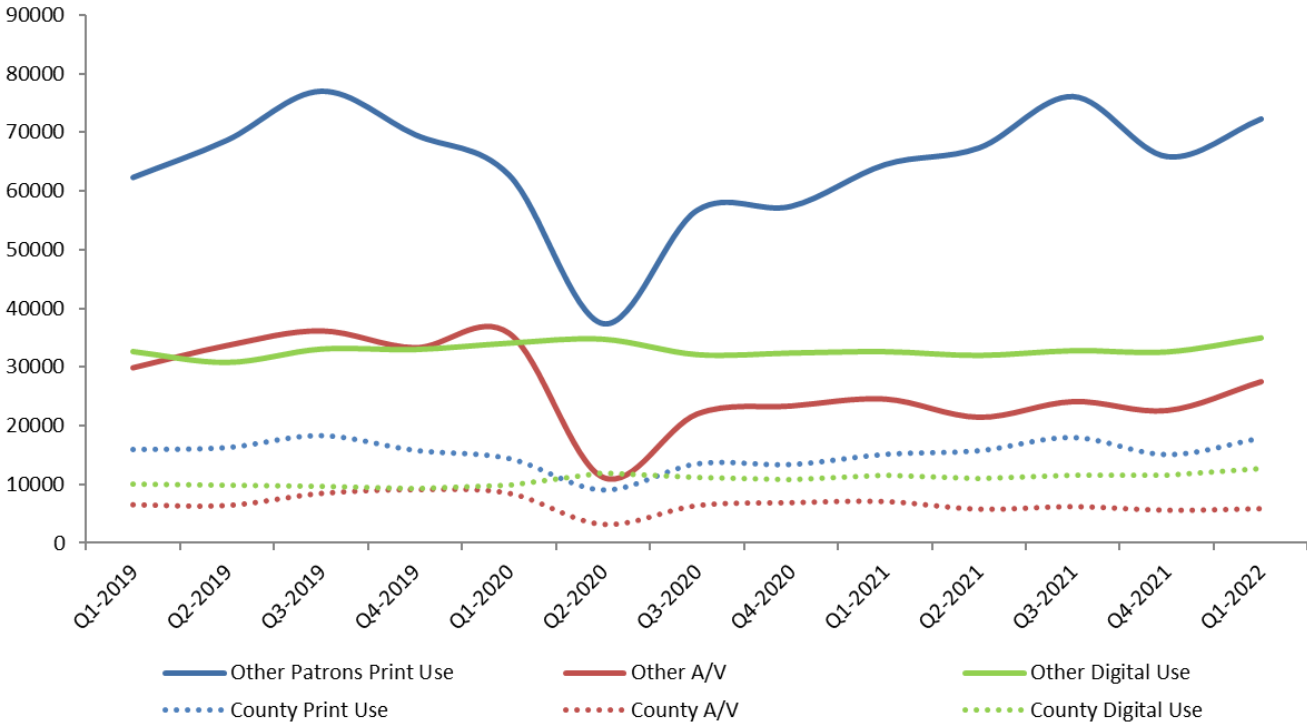
Physical Material Use, January 1 – March 30, 2022

	Number of Uses	% of Total
Rapid City Borrowers	99,028	78.7%
Pennington County Borrowers	24,139	19.2%
Out of County Borrowers	2,585	2.1%
Total	125,752	100%

Pennington County Circulation 2019-2022



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 – 5,061 uses, Newsbank – 452 uses, Tumblebooks – 343 uses, AtoZ Databases – 208 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 46,299 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 35,524 times with social networking tools.</p>	Individual page hits or views of a social networking site