






























This dashboard displays data that the Oak Park Public Library tracks related to patron use of key resources. For each metric, quarterly totals for the current year are provided, along with a simple line graph showing the monthly trend for the same time period. A year-to-date (YTD) total is provided for the current calendar year, along with data from the same time period the previous year for comparison. The year-over-year (YOY) "Change" column provides an indicator symbol that denotes whether the YTD total for the current year is above (green plus), below (red minus), or essentially the same as (gray approximately equal) the total for the same time period the previous year, with the percentage change provided in gray, italicized text. A threshold of  $\pm 5\%$  is used to determine which indicator symbol is assigned below (e.g., if the current year value is greater than the previous year value by 5% or more, a green plus symbol is assigned).

	Q1	Q2	Q3	Q4	Monthly Trend (January-March)	2025 YTD Total	2024 YTD Total	Change (YOY)
<b>Building Visits</b> The number of patron visits to a library building	89,511					89,511	95,785	 -7%
<b>Website Users</b> The number of people who initiated at least one session on oppl.org during a given month	121,706					121,706	106,529	 14%
<b>Physical Materials Use</b> The number of checkouts plus renewals made at an Oak Park library location	245,411					245,411	255,262	 -4%
<b>Digital Materials Use</b> The number of materials downloaded or streamed from Oak Park library digital collections	128,016					128,016	125,269	 2%
<b>Online Resource Use</b> The number of sessions (logins) for online resources, based on vendor statistics. This includes both in-library and, where applicable, remote access.	48,905					48,905	30,247	 62%
<b>WiFi Use</b> The number of unique daily WiFi clients at an Oak Park library location	45,537					45,537	49,301	 -8%
<b>Public Computer Use</b> The number of PC sessions at an Oak Park library location	12,389					12,389	11,484	 8%
<b>Program Attendance</b> The number of attendees at programs held inside an Oak Park Public Library location or in a library virtual space	8,359					8,359	6,314	 32%
<b>Community Outreach</b> The estimated attendance at all outreach and Book Bike events	2,229					2,229	2,029	 10%
<b>Meeting Room Use</b> The number of uses of Oak Park library physical and virtual meeting rooms by community members	494					494	489	 1%
<b>Study Room Use</b> The number of uses of Oak Park library study rooms by community members	2,434					2,434	2,194	 11%

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	Q1	Q2	Q3	Q4	Monthly Trend (January-March)	2025 YTD Total*	2024 YTD Total*	Change (YOY)
<b>New User Accounts - Library Cards</b> The number of Oak Park Public Library cards newly created or re-registered	861					861	944	 -9%
<b>New User Accounts - Digital**</b> The number of new digital-only accounts created	139					139	143	 -3%
<b>Digital Account Conversions</b> The number of new digital-only account users who converted to full-access library cards	23				N/A***	23	24	 -4%
<b>New Cardholder Retention</b> The percentage of new cardholders who signed up 12-24 months prior to the end of a given quarter who are still active users. (Active User: A patron who has used their library card within the past 12 months.)	66%				N/A***	66%	67%	 -1%
<b>Market Penetration</b> The percentage of active households (i.e., households containing at least one active user) in the library's service area. (Active User: A patron who has used their library card within the past 12 months.)	61%				N/A***	61%	59%	 3%
<b>Net Promoter Score (NPS)</b> The NPS is a measure of customer satisfaction and loyalty, used in multiple industries. The score is derived from responses to this question: "On a scale from 0 (not at all likely) to 10 (very likely), how likely are you to recommend the library to others?" Scores range from -100 to 100; a positive NPS score is Good, above 50 is Excellent, and above 70 is considered World Class.	89					89.0	88.2	 1%

\* Unlike other metrics in this dashboard, the values in the "YTD Total" columns for New Cardholder Retention and Market Penetration are not cumulative totals of the available individual quarters. Instead, they are the average of the available quarterly percentages in a given year to date. Additionally, the values in the "Total YTD" columns for the Net Promoter Score (NPS) metric are not cumulative totals of the available individual quarters. Instead, they are the calculated scores when looking at all survey responses from January 1 through a given quarterly end date (March 31, June 30, September 30, December 31) of a given year as a single data set.

\*\* Digital accounts became available to patrons in March 2020. Users who obtain digital accounts and later convert to full-access cards are not counted a second time as new users during the month they convert.

\*\*\* Monthly trends are not provided for Digital Account Conversions, New Cardholder Retention, and Market Penetration, as these metrics are calculated on a quarterly basis only.