

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 (Jan-Jun)	2026 YTD Total	2025 YTD Total	Change (YOY)
Building Visits The number of patron visits to a library building	137,198	154,497				291,695	269,200	8%
Website Users The number of people who initiated at least one session on oppl.org during a given month	184,834	120,499				305,333	242,316	26%
Physical Materials Use The number of checkouts plus renewals made at an Oak Park library location	236,498	248,828				485,326	495,364	-2%
Digital Materials Use The number of materials downloaded or streamed from Oak Park library digital collections	121,190	118,945				240,135	251,844	-5%
Online Resource Use The number of sessions (logins) for online resources, based on vendor statistics	63,742	60,842				124,584	104,355	19%
WiFi Use The number of unique daily WiFi clients at an Oak Park library location	49,352	54,295				103,647	96,414	8%
Public Computer Use The number of PC sessions at an Oak Park library location	13,886	14,187				28,073	25,712	9%
Program Attendance The number of attendees at programs held inside an Oak Park Public Library location or in a library virtual space	8,858	7,959				16,817	16,403	3%
Community Outreach The estimated attendance at all outreach and Book Bike events	2,522	4,219				6,741	6,191	9%
Meeting Room Use The number of uses of Oak Park library physical and virtual meeting rooms by community members	561	582				1,143	1,031	11%
Study Room Use The number of uses of Oak Park library study rooms by community members	2,636	2,925				5,561	5,318	5%

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	Q1	Q2	Q3	Q4	Monthly Trend (Jan-Jun)	2026 YTD Total*	2025 YTD Total*	Change (YOY)
New User Accounts - Physical Cards The number of new full-access Oak Park Public Library cards created in physical format	681	834				1,515	1,744	-13%
New User Accounts - Digital Cards The number of new full-access Oak Park Public Library cards created in digital format	251	220				471	N/A**	N/A
New Cardholder Retention 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.)	67%	TBD			N/A***	67%	66%	2%
Market Penetration 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.)	60%	TBD			N/A***	60%	61%	-2%
Net Promoter Score (NPS) 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.	87.5	75.4				81.5	90.0	-9%

* 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 "YTD Total" 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. **NOTE: New Cardholder Retention and Market Penetration data for Q2 2026 is not yet available from OrangeBoy; thus, only Q1 percentages are reflected above in the total columns for both 2026 and 2025. Q2 2026 data will be available on oppl.org by August 1, 2026.**

** As of August 13, 2025, patrons have the option to either sign up for a full-access physical library card in person at any Oak Park Public Library location or sign up for a digital version of a full-access library card online. Due to the recency of this change, comparison data for digital cards is not yet available.

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