

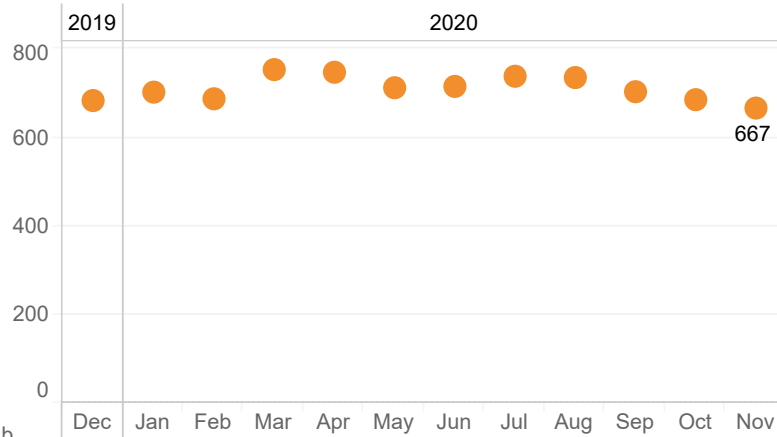
May 2015
Redondo Beach Public
Library
Launched hoopla!

3,902
Unique Patrons
Since Launch

40,606
Unique Titles Borrowed
Since Launch

a

Patrons Served (Monthly)



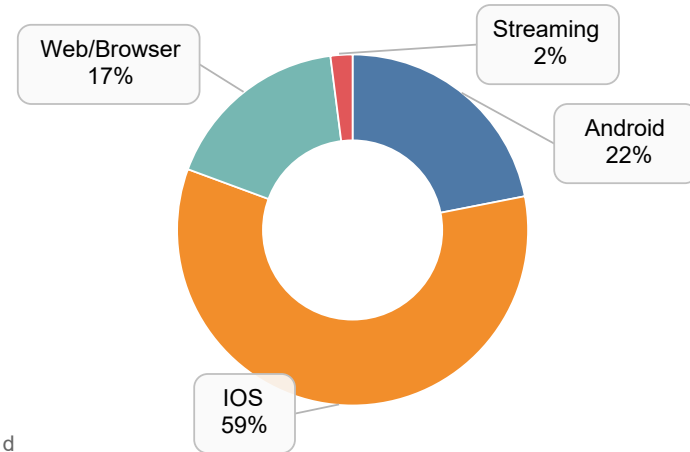
2,036
Patrons Reached
Last 12 Months

667
Patrons Reached
November 2020

b

80% of Circulations were on a Mobile Device over the past year

Circulation Source Last 12 Months

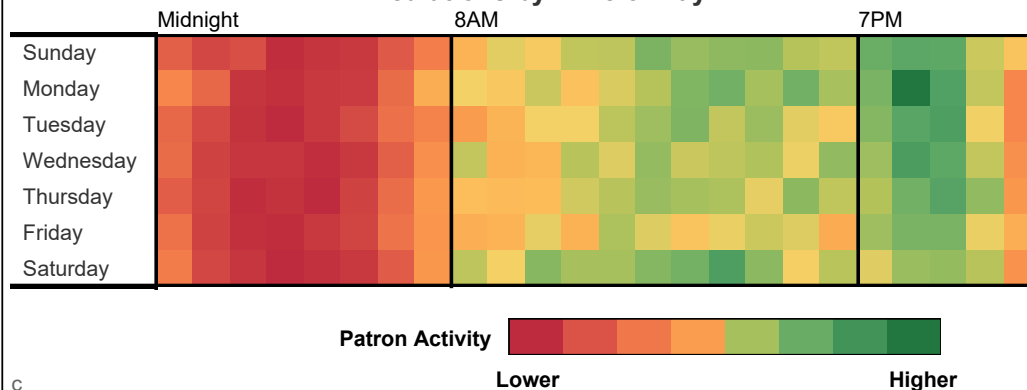


d

Prime Time: Redondo Beach Public Library patrons tend to borrow in the evening

Most Popular Time: 8 PM on Monday

Circulations by Time of Day

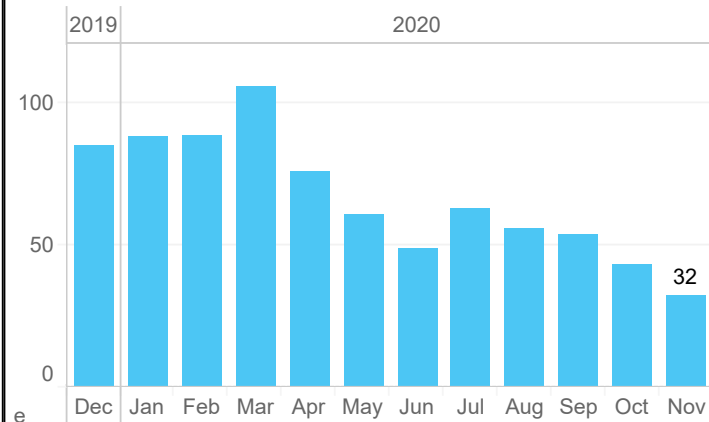


c

802 New Patrons

registered for hoopla by Redondo Beach Public Library
in the last year!

New Patrons Registered

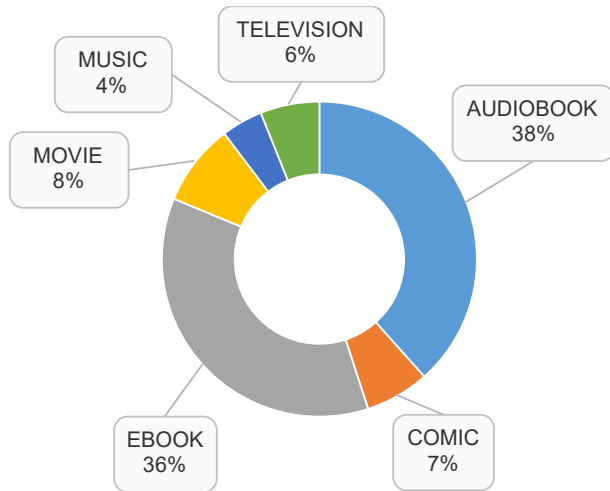


e

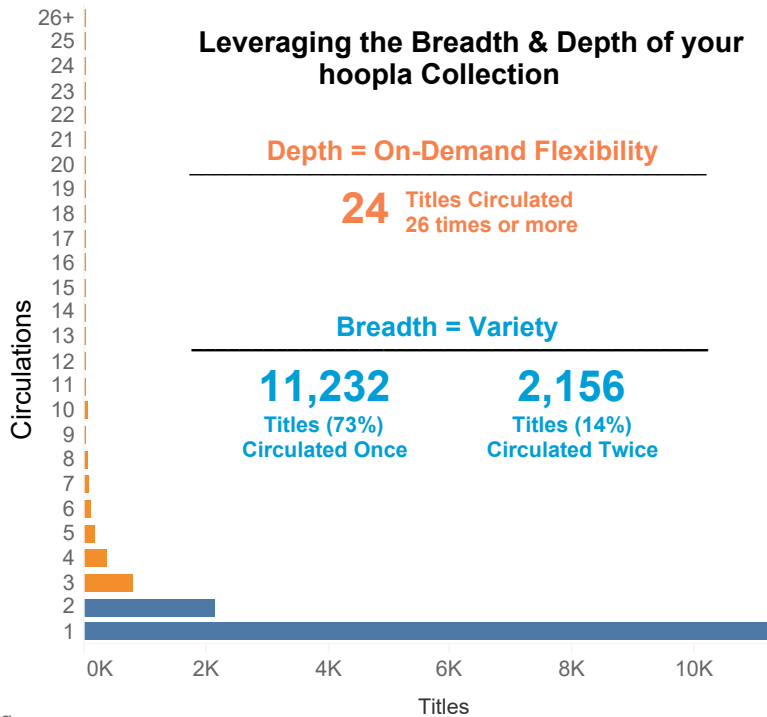
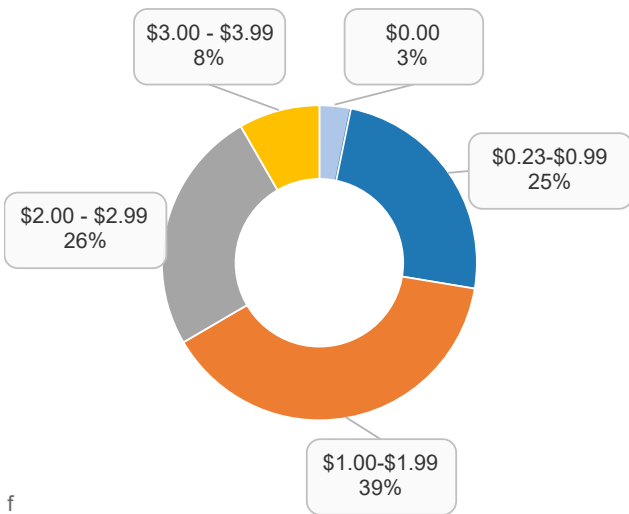


81% of titles circulated were
eBooks, Audiobooks & Comics

Unique Titles Circulated by Format



Circulations by Price Point



Last 12 Months

15,314
Unique Titles
Circulated

26,584
Total Circulations

13.1
Circulations
Per Patron

\$1.83
Cost per Circulation

Delivering Value to Your Community

\$390K
Saved

hoopla enabled Redondo Beach Public Library patrons to
access 15K titles worth \$439K in Content Value for \$49K

Format	hoopla Total Circs	Unique Titles Circled	hoopla Total Cost	hoopla Cost per Title	Cost to Purchase (per Title)	Total Cost to Purchase Titles Circled
AUDIOBOOK	11,309	5,882	\$26,685	\$4.54	\$43	\$252,926
COMIC	1,851	1,011	\$2,043	\$2.02	\$13	\$13,143
EBOOK	8,647	5,551	\$11,153	\$2.01	\$24	\$133,224
MOVIE	2,378	1,291	\$4,969	\$3.85	\$16	\$20,656
MUSIC	1,126	653	\$1,705	\$2.61	\$10	\$6,530
TELEVISION	1,273	926	\$2,133	\$2.30	\$14	\$12,964