

Online Registration, hoopla New Registrations, and hoopla Unique Borrowers

- ◆ Significant dates: 3/13 borrows begin and hoopla visible in Mobile app, 3/18 hoopla visible in Enterprise, 3/23 soft launch.
- ◆ Data from BCA and hoopla on 3/14/2020
- ◆ Blue highlighted numbers represent calendar dates.
- ◆ Note that unique borrowers cannot be added from one period to the next.

March 13 – March 31, 2020 M123456790123456789012345678901A1234567890123

There were 867 library accounts created via online registration.

Of the 837, 206 (24%) signed up for a hoopla account and 107 (12%) borrowed an item.

2015 patrons registered for new hoopla accounts. (Includes those who registered earlier.)

Of the 2015, 211 library accounts were created via online registration (23314 prefix).

Of the 211, 206 were created during this period.

1213 unique hoopla users borrowed items (active users).

Of the 1213, 109 library accounts were created via online registration (23314 prefix).

Of the 109, 107 were created during this period.

March 23 – March 31, 2020 M123456790123456789012345678901A1234567890123

There were 551 library accounts created via online registration.

Of the 551, 175 (32%) signed up for a hoopla account and 113 (24%) borrowed an item.

1607 patrons registered for new hoopla accounts.

Of the 1607, 185 library accounts were created via online registration (23314 prefix).

Of the 185, 175 were created during this period.

1380 unique hoopla users borrowed items.

Of the 1380, 120 library accounts were created via online registration (23314 prefix).

Of the 120, 113 were created during this period.

April 1 – April 13, 2020 M123456790123456789012345678901A1234567890123

There were 528 library accounts created via online registration.

Of the 528, 89 (17%) signed up for a hoopla account and 51 (10%) borrowed an item.

892 patrons registered for new hoopla accounts.

Of the 892, 101 library accounts were created via online registration (23314 prefix).

Of the 101, 89 were created during this period.

1228 unique hoopla users borrowed items.

Of the 1228, 106 library accounts were created via online registration (23314 prefix).

Of the 106, 51 were created during this period.

March 13 – April 13, 2020 M123456790123456789012345678901A1234567890123

There were 1395 library accounts created via online registration.

Of the 1395, 308 (22%) signed up for a hoopla account and 175 (13%) borrowed an item.

2935 patrons registered for new hoopla accounts. (Includes those who registered earlier.)

Of the 2935, 313 library accounts were created via online registration (23314 prefix).

Of the 313, 308 were created during this period.

1911 unique hoopla users borrowed items. (65% of those who registered for an account)

Of the 1911, 177 library accounts were created via online registration (23314 prefix).

Of the 177, 175 were created during this period.

Daily Figures 3/13/2020-4/13/2020

- ◆ Significant dates: 3/13 borrows begin and hoopla in Mobile app, 3/18 hoopla visible in Enterprise, 3/23 soft launch.

