How to Determine R.E.A.D.S. Circulation by Age in OverDrive Marketplace

1. Sign into Marketplace
2. Click on ‘Insights’
3. Click on ‘Reports’
4. Select Circulation Activity
5. Click on ‘Run New Report’

6. Select Report options:
   - Checkouts by: Month
   - Borrowed from: All
   - Branch: Select library from drop down list
   - Formats: All audiobooks, All ebooks, Pending, Pending (audiobooks), Pending (ebooks), Pending (Video), Streaming Video. DO NOT INCLUDE NOOK PERIODICALS
   - Audience: Juvenile Fiction, Juvenile Nonfiction
   - Period Type: Specific
   - Start Date: 07/01/2015
   - End Date: 06/30/2016

   Click ‘Update’
7. The resulting number will be your juvenile READS circulation for the fiscal year.

8. Run a similar report but under ‘Audience’ select: All audiences.

9. The resulting number will be your total READS circulation for the fiscal year.

10. To determine the adult circulation, simply subtract the juvenile total from your total READS circulation on both reports.

Running the reports as describe above provides the following results for Fayetteville-Lincoln County for FY 15/16:

Adult circulation: 15,037

Juvenile circulation: 1,401

Total READS circulation: 16,438

Apply to the actual circulation in the Public Library Survey:

[4.4] READS adult circulation: 15,037

[4.5] READS juvenile circulation: 1,401

[4.7] READS total circulation: 16,438