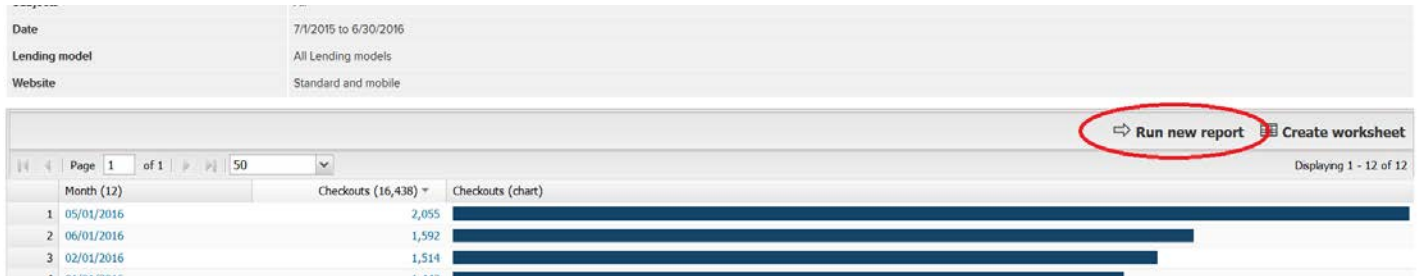


How to Determine R.E.A.D.S. Circulation by Age in OverDrive Marketplace

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'

The screenshot shows the 'Report options' dialog box. It contains the following fields and values:

- Checkouts by: Month
- Borrowed from: All
- Branch: Buffalo River Region - Fayette
- Formats: All Audiobooks, All eBooks, St
- Language: All
- Audience: Juvenile Fiction, Juvenile Nont
- Rating: All ratings
- Subject: All
- Period Type: Specific
- Start Date: 07/01/2015
- End Date: 06/30/2016
- Lending model: All Lending models
- Website: Standard and mobile
- Creator:
- Purchase Order ID:

At the bottom, there are 'Update' and 'Cancel' buttons.

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