

**2013 LAND O' LAKES CIRCULATION REPORTS**

|                                                                                                                                               | Jan         | Feb         | Mar         | Apr         | May         | Jun         | Jul         | Aug         | Sep         | Oct         | Nov         | Dec         | TOTAL        |
|-----------------------------------------------------------------------------------------------------------------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
| <b>INTERLIBRARY LOAN</b> ( <i>Merlin and WISCAT</i> )                                                                                         |             |             |             |             |             |             |             |             |             |             |             |             |              |
| Interlibrary Loans Sent                                                                                                                       | 473         | 438         | 429         | 440         | 354         | 320         | 418         | 408         | 384         | 414         | 403         | 355         | <b>4836</b>  |
| Interlibrary Loans Received                                                                                                                   | 379         | 404         | 445         | 478         | 410         | 411         | 520         | 413         | 447         | 534         | 490         | 321         | <b>5252</b>  |
| <b>LOCAL CIRCULATION</b> ( <i>Direct checkouts only - does not include indirect checkouts to senior centers, schools, libraries, etc. )</i> ) |             |             |             |             |             |             |             |             |             |             |             |             |              |
| Adult Circulation                                                                                                                             | 2090        | 1937        | 2130        | 2139        | 2144        | 2639        | 3624        | 3254        | 2480        | 2450        | 2130        | 1985        | <b>29002</b> |
| Juvenile Circulation                                                                                                                          | 169         | 146         | 280         | 235         | 221         | 555         | 995         | 622         | 370         | 295         | 245         | 176         | <b>4309</b>  |
| <b>Total Local Circulation</b>                                                                                                                | <b>2259</b> | <b>2083</b> | <b>2410</b> | <b>2374</b> | <b>2365</b> | <b>3194</b> | <b>4619</b> | <b>3876</b> | <b>2850</b> | <b>2745</b> | <b>2375</b> | <b>2161</b> | <b>33311</b> |
| <b>NONRESIDENT CIRCULATION</b> ( <i>Direct checkouts for townships other than Land O' Lakes Town</i> )                                        |             |             |             |             |             |             |             |             |             |             |             |             |              |
| <b>Local County with a Library</b> ( <i>Vilas County but not Land O' Lakes Town</i> )                                                         |             |             |             |             |             |             |             |             |             |             |             |             |              |
| Vilas Co. With Library                                                                                                                        | 199         | 158         | 159         | 264         | 256         | 274         | 501         | 368         | 436         | 425         | 292         | 215         | <b>3547</b>  |
| Vilas Co. Without Library                                                                                                                     | 0           | 0           | 0           | 0           | 0           | 0           | 0           | 0           | 0           | 0           | 0           | 0           | <b>0</b>     |
| <b>Total Local County</b>                                                                                                                     | <b>199</b>  | <b>158</b>  | <b>159</b>  | <b>264</b>  | <b>256</b>  | <b>274</b>  | <b>501</b>  | <b>368</b>  | <b>436</b>  | <b>425</b>  | <b>292</b>  | <b>215</b>  | <b>3547</b>  |
| <b>Other NWLS County</b> ( <i>NWLS County other than Vilas</i> )                                                                              |             |             |             |             |             |             |             |             |             |             |             |             |              |
| Other NWLS With Library                                                                                                                       | 1           | 0           | 0           | 0           | 5           | 4           | 1           | 24          | 8           | 0           | 0           | 5           | <b>48</b>    |
| Other NWLS Without Library                                                                                                                    | 1           | 1           | 2           | 0           | 2           | 2           | 1           | 1           | 0           | 6           | 6           | 1           | <b>23</b>    |
| <b>Total Other NWLS</b>                                                                                                                       | <b>2</b>    | <b>1</b>    | <b>2</b>    | <b>0</b>    | <b>7</b>    | <b>6</b>    | <b>2</b>    | <b>25</b>   | <b>8</b>    | <b>6</b>    | <b>6</b>    | <b>6</b>    | <b>71</b>    |
| <b>Adjacent Not NWLS</b> ( <i>Counties adjacent to Vilas outside NWLS</i> )                                                                   |             |             |             |             |             |             |             |             |             |             |             |             |              |
| Adjacent Co. With Library                                                                                                                     | 1           | 0           | 0           | 0           | 0           | 0           | 0           | 0           | 5           | 2           | 0           | 0           | <b>8</b>     |
| Adjacent Co. Without Library                                                                                                                  | 0           | 0           | 0           | 0           | 0           | 0           | 0           | 0           | 0           | 0           | 0           | 0           | <b>0</b>     |
| <b>Total Adjacent Co. not NWLS</b>                                                                                                            | <b>1</b>    | <b>0</b>    | <b>0</b>    | <b>0</b>    | <b>0</b>    | <b>0</b>    | <b>0</b>    | <b>0</b>    | <b>5</b>    | <b>2</b>    | <b>0</b>    | <b>0</b>    | <b>8</b>     |
| <b>Other Wisconsin</b>                                                                                                                        | <b>7</b>    | <b>1</b>    | <b>2</b>    | <b>7</b>    | <b>6</b>    | <b>27</b>   | <b>18</b>   | <b>25</b>   | <b>7</b>    | <b>11</b>   | <b>5</b>    | <b>0</b>    | <b>116</b>   |
| <b>Out of State</b>                                                                                                                           | <b>963</b>  | <b>765</b>  | <b>896</b>  | <b>772</b>  | <b>859</b>  | <b>1139</b> | <b>1543</b> | <b>1307</b> | <b>955</b>  | <b>903</b>  | <b>856</b>  | <b>746</b>  | <b>11704</b> |
| <b>Total Nonresident</b>                                                                                                                      | <b>1172</b> | <b>925</b>  | <b>1059</b> | <b>1043</b> | <b>1128</b> | <b>1446</b> | <b>2064</b> | <b>1725</b> | <b>1411</b> | <b>1347</b> | <b>1159</b> | <b>967</b>  | <b>15446</b> |
| <b>RESIDENT CIRCULATION</b> ( <i>Direct checkouts to residents of Land O' Lakes township</i> )                                                |             |             |             |             |             |             |             |             |             |             |             |             |              |
| <b>Total Resident</b>                                                                                                                         | <b>1087</b> | <b>1158</b> | <b>1351</b> | <b>1331</b> | <b>1237</b> | <b>1748</b> | <b>2555</b> | <b>2151</b> | <b>1439</b> | <b>1398</b> | <b>1216</b> | <b>1194</b> | <b>17865</b> |
| <b>ADJACENT COUNTY NO LIBRARY</b> ( <i>Act 420</i> )                                                                                          |             |             |             |             |             |             |             |             |             |             |             |             |              |
| Iron                                                                                                                                          | 0           |             |             |             |             |             |             |             |             |             |             |             |              |
| Forest                                                                                                                                        | 0           |             |             |             |             |             |             |             |             |             |             |             |              |
| Oneida                                                                                                                                        | 0           |             |             |             |             |             |             |             |             |             |             |             |              |
| Price                                                                                                                                         | 0           |             |             |             |             |             |             |             |             |             |             |             |              |

| <b>REGISTERED BORROWERS</b> |              |
|-----------------------------|--------------|
| Resident                    | <b>986</b>   |
| Nonresident                 | <b>893</b>   |
| <b>Total</b>                | <b>1,879</b> |

**MEDIA REPORTS** (All checkouts from the library including indirect checkouts to schools, WISCAT, senior centers, etc.)

|                                                                                                  | Jan       | Feb       | Mar       | Apr       | May       | June       | July       | Aug        | Sept       | Oct        | Nov       | Dec        | TOTAL       |
|--------------------------------------------------------------------------------------------------|-----------|-----------|-----------|-----------|-----------|------------|------------|------------|------------|------------|-----------|------------|-------------|
| <b>Adult</b>                                                                                     |           |           |           |           |           |            |            |            |            |            |           |            |             |
| Fiction Books                                                                                    | 555       | 435       | 494       | 545       | 562       | 692        | 1189       | 989        | 819        | 719        | 623       | 595        | 8217        |
| Nonfiction Books                                                                                 | 232       | 227       | 289       | 263       | 256       | 323        | 383        | 300        | 339        | 293        | 228       | 183        | 3316        |
| Large Print Books                                                                                | 174       | 179       | 196       | 152       | 240       | 306        | 307        | 242        | 203        | 194        | 178       | 166        | 2537        |
| Audio Books                                                                                      | 175       | 133       | 161       | 176       | 174       | 174        | 213        | 236        | 183        | 201        | 165       | 198        | 2189        |
| Audio Music                                                                                      | 10        | 18        | 10        | 34        | 20        | 31         | 14         | 8          | 6          | 11         | 4         | 1          | 167         |
| Movies                                                                                           | 942       | 922       | 995       | 924       | 884       | 1114       | 1494       | 1448       | 912        | 1032       | 915       | 827        | 12409       |
| Magazines, News                                                                                  | 21        | 28        | 19        | 55        | 12        | 13         | 41         | 41         | 30         | 14         | 36        | 26         | 336         |
| 3d (Kits, Toys, Art)                                                                             | 0         | 0         | 0         | 0         | 0         | 0          | 0          | 0          | 0          | 0          | 0         | 0          | 0           |
| Electronics (Equipment, CdRom)                                                                   | 0         | 0         | 0         | 0         | 2         | 0          | 0          | 0          | 1          | 1          | 1         | 2          | 7           |
| Other (Pamphlets, Maps, etc)                                                                     |           |           |           |           |           |            |            |            |            |            |           |            | 0           |
| <b>Juvenile</b>                                                                                  |           |           |           |           |           |            |            |            |            |            |           |            |             |
| Fiction Books                                                                                    | 99        | 115       | 204       | 175       | 171       | 452        | 811        | 487        | 203        | 179        | 176       | 132        | 3204        |
| Nonfiction Books                                                                                 | 55        | 17        | 65        | 38        | 38        | 83         | 144        | 98         | 147        | 100        | 52        | 28         | 865         |
| Large Print Books                                                                                | 0         | 0         | 0         | 0         | 0         | 0          | 0          | 0          | 0          | 0          | 0         | 0          | 0           |
| Audio Books                                                                                      | 8         | 4         | 5         | 2         | 4         | 4          | 7          | 12         | 3          | 3          | 5         | 9          | 66          |
| Audio Music                                                                                      | 0         | 1         | 0         | 0         | 0         | 0          | 0          | 0          | 0          | 0          | 0         | 0          | 1           |
| Movies                                                                                           | 7         | 9         | 6         | 20        | 8         | 15         | 26         | 24         | 14         | 12         | 12        | 7          | 160         |
| Magazines, News                                                                                  | 0         | 0         | 0         | 0         | 0         | 1          | 7          | 0          | 0          | 0          | 0         | 0          | 8           |
| 3d (Kits, Toys, Art)                                                                             | 0         | 0         | 0         | 0         | 0         | 0          | 0          | 1          | 3          | 1          | 0         | 0          | 5           |
| Electronics (Equipment, CdRom)                                                                   | 0         | 0         | 0         | 0         | 0         | 0          | 0          | 0          | 0          | 0          | 0         | 0          | 0           |
| Other (Pamphlets, Maps)                                                                          |           |           |           |           |           |            |            |            |            |            |           |            | 0           |
| <b>e-Media</b> (OverDrive checkouts from the WPLC Digital Download Center - State and Advantage) |           |           |           |           |           |            |            |            |            |            |           |            |             |
| Audiobook (WMA)                                                                                  | 10        | 16        | 5         | 20        | 12        | 7          | 21         | 26         | 26         | 16         | 3         | 6          | <b>168</b>  |
| Audiobook (MP3)                                                                                  | 2         | 7         | 8         | 3         | 17        | 11         | 8          | 13         | 11         | 21         | 16        | 10         | <b>127</b>  |
| Video                                                                                            | 0         | 0         | 0         | 0         | 1         | 0          | 0          | 0          | 0          | 0          | 0         | 0          | <b>1</b>    |
| Music                                                                                            | 0         | 0         | 0         | 0         | 0         | 0          | 0          | 0          | 0          | 0          | 0         | 0          | <b>0</b>    |
| EPUB eBook                                                                                       | 15        | 8         | 36        | 22        | 16        | 61         | 56         | 46         | 40         | 45         | 26        | 26         | <b>397</b>  |
| PDF eBook                                                                                        | 1         | 2         | 1         | 0         | 1         | 2          | 2          | 0          | 1          | 3          | 1         | 2          | <b>16</b>   |
| Kindle eBook                                                                                     | 6         | 18        | 20        | 31        | 32        | 19         | 24         | 41         | 40         | 40         | 27        | 57         | <b>355</b>  |
| <b>e-Media Total</b>                                                                             | <b>34</b> | <b>51</b> | <b>70</b> | <b>76</b> | <b>79</b> | <b>100</b> | <b>111</b> | <b>126</b> | <b>118</b> | <b>125</b> | <b>73</b> | <b>101</b> | <b>1064</b> |
| New Patrons                                                                                      | 6         | 10        | 7         | 4         | 6         | 5          | 2          | 7          | 5          | 6          | 3         | 0          | <b>61</b>   |

**COLLECTION REPORTS**

| COLLECTION TYPE                                 | DESCRIPTION                      | TOTAL  | # Added |
|-------------------------------------------------|----------------------------------|--------|---------|
| <b>Books and Serial Volumes in Print</b>        |                                  | 18,198 | 1,172   |
| <b>Electronic Books</b> ( <i>eBooks</i> )       |                                  | 65,935 |         |
| <b>Audio</b>                                    |                                  | 1,253  | 90      |
| <b>Electronic Audio</b> ( <i>downloadable</i> ) |                                  | 20,668 |         |
| <b>Video</b>                                    |                                  | 1,781  | 203     |
| <b>Electronic Video</b> ( <i>downloadable</i> ) |                                  | 321    |         |
| <b>Other Materials Owned</b>                    |                                  |        |         |
|                                                 | <i>kits</i>                      |        |         |
|                                                 | <i>miscellaneous</i>             | 19     |         |
| <b>Databases</b>                                |                                  |        |         |
| Local Databases                                 |                                  |        |         |
|                                                 |                                  |        |         |
|                                                 |                                  |        |         |
|                                                 |                                  |        |         |
| System/Consortia Databases                      |                                  |        |         |
| Merlin                                          | <i>Integrated Library System</i> | 1      |         |
| WisCat                                          | <i>Interlibrary Loan</i>         | 1      |         |
| WPLC                                            | <i>Digital Downloads</i>         | 1      |         |
| Other                                           |                                  | 18     |         |
| Statewide Databases                             |                                  |        |         |
| BadgerLink                                      | <i>Information Resources</i>     |        |         |
|                                                 |                                  |        |         |
| <b>Total Databases</b>                          |                                  |        |         |
| <b>Subscriptions</b> ( <i>not electronic</i> )  |                                  | 37     |         |