



**Peterborough  
Public Library**

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**To:** Peterborough Public Library Board of Trustees  
**From:** Laura Gardner, Collection Development Librarian  
**Meeting Date:** October 24, 2017  
**Subject:** Report PPL17-061  
Collection Plan

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## **Purpose**

A report to inform the Library Board on the development of a Collection Plan for the Peterborough Public Library.

## **Recommendation**

That the Library Board approve the recommendation outlined in Report PPL17-061 dated October 24, 2017, of the Collection Development Librarian, as follows:

That Report PPL17-061 be received for information.

## **Budget and Financial Implications**

There are no budget or financial implications resulting from the approval of the recommendation of this report.

## **Background**

### **Introduction**

The library is developing a formal written plan for its print and digital collections at both Main and DelaFosse (DLF) branches. The current strategic planning process will

provide valuable information and goals to support the development of the plan. The plan will be updated every two years and as change arises in budget, patron needs, library operations, etc.

### **Rationale for developing the Plan**

- It is useful for new staff learning about the library's collections and how they are developed and maintained.
- It helps staff to pinpoint strengths and weaknesses in individual collection areas.
- The plan will better inform the public of how the library manages its collection.
- It enables the library to identify appropriate budget allocations for each collection type.
- It is recommended as a good practice by the Ontario Public Library Guidelines.

### **Structure of the Plan**

The plan will include data gathered from a variety of sources, including analytical software like CollectionHQ as well as reporting modules in Symphony/Workflows.

Elements of the plan may include:

1. An examination of the community; including current library users
  - a. May include demographic and socio-economic data from the census and other reports.
  - b. Incorporates results from any surveys and/or focus groups that involve present and potential library users.
2. The library's Collection Development Policy
3. An assessment / evaluation of the current collection
  - a. Current holdings by material type (i.e. # of volumes)
  - b. Age of individual material types (i.e. publication date)
  - c. Circulation patterns over a period of several years
  - d. Turnover of collection areas (i.e. average # of circulations per item in each collection)
  - e. Identification of areas of low and high popularity; areas that are under stocked or overstocked
  - f. Condition of items - particularly in areas of high use
  - g. Interlibrary Loan patterns of borrowing and lending
  - h. Per capita measures such as recommended number of volumes (as per Ontario Public Library Guidelines)
  - i. Comparative data from peer libraries with similar population sizes, socio-economic and demographic states
  - j. Individual collections may be assessed by using core bibliographies supplied by the Southern Ontario Library Service (i.e. recommended adult fiction holdings)

4. An overview or profile of each collection that identifies how and to what level it is developed. These collection statements help guide the staff that make purchases for the collection.
5. Goals for the collection that are achievable within the next two years. These should consider the strategic direction of the library.
6. Collection Budget (including specific allocations)
7. Weeding Guidelines

Appendix A is an illustration of the type of information to be expected in the Collection Plan for a particular collection area. Statements such as preliminary recommendations may be revised using new information/data (i.e. strategic plan, budget, staffing, etc.).

Submitted by,

Laura Gardner  
Collection Development Librarian

Contact Name:  
Laura Gardner  
Phone: 705- 745-5382 Ex. 2361  
E-mail: lgardner@peterborough.ca

Attachment:  
Appendix A - Example of Individual Collection - Adult Audiovisual Materials

## **Appendix A - Example of Individual Collection - Adult Audiovisual Materials**

### **Introduction**

There is a notion that individuals now are only using digital formats; however, the adult audiovisual collections at the Peterborough Public Library continue to be popular. This general stability can be attributed to both economics and demographics.

Peterborough, in relation to the province and the country as a whole, has a higher percentage of low-income households as well as a higher unemployment rate. The median household income in Peterborough is \$58,127 compared to \$70,336 province-wide.<sup>i</sup> Some of these households may have less disposable income to afford the costs of broadband and subscription fees.

There are also a higher percentage of seniors in Peterborough, compared with other Canadian urban centers. These individuals may not yet be as adaptable to digital technology as younger age groups. Many still have access to functional CD and DVD players.<sup>ii</sup> The full transition to digital formats has not yet been made.

That being said, access to some physical media is diminishing as computers and automobiles are being sold with these devices as optional, rather than as standard equipment. As younger, more technologically savvy user's age, there will likely be a further decline in borrowing of the physical formats. Declines are evident in the music CD category as more users choose downloadable and streamed content online.

In 2016, close to 6,000 songs were downloaded and over 20,000 were streamed via the library's Freegal music platform. Booknet Canada indicated in a 2015 survey of audiobook users that 76% prefer digital downloads versus 13% preferring CD/Cassette and 11% had no preference.<sup>iii</sup> In 2016, over 19,800 audiobooks were downloaded on the OverDrive and OneClickDigital platforms. The library continues to remain in a position to offer a combination of both digital and physical formats to meet the needs of the community.

### **1. Adult Music CDs**

#### **Size and Scope**

The adult music collection at both Main and DelaFosse (DLF) libraries represents less than 1.5% of those libraries' collections (1,584 volumes at Main and 257 volumes at DLF).

The Main library contains a broad range of genres including: Blues, Classical, Country, Electronic, Easy Listening, Folk, Holiday, International, Jazz, New Age, Opera, Pop, R & B, Rap/Hip Hop, Reggae, Religious, Rock, Soundtracks, and Wedding Music.

The DLF library carries a smaller range that includes all of the above with the exception of Electronic, Holiday, New Age, Reggae, and Wedding Music.

Spoken word, sound effects, radio broadcasts and other similar recordings are housed in the Adult Nonfiction Audiobook on CD collection.

A variety of Canadian artists are included in the collection.

While the collection is primarily a contemporary one, there are some retrospective inclusions from a range of different musical eras. The majority of the collection covers the Pop and Rock categories.

The collection contains some unedited music that has a Parental Advisory rating. There are no restrictions on access to these items in the collection.

As of August 2017, the various adult music genres were slightly overstocked (less than 1%) at the Main Library but there are currently no genres that are under stocked.<sup>iv</sup> The collection is also slightly overstocked at the DLF library with Pop music at 2.5% and other genres at less than 1%. The Jazz genre is slightly under stocked at DLF (less than 1%).

The majority of music purchases are made through two library vendors: CVS Midwest Tapes and Library Services Centre. These vendors provide information that assists library selectors such as customized lists and reviews. Patron recommendations for purchase are also used to make acquisition decisions.

### **Format**

Due to physical processing limitations, the collection generally includes no more than one to two discs per case (i.e. box sets are not purchased).

Informational booklets or librettos are included with the cases, where physically possible.

### **Age**

At the Main library, over 70% of the adult music CD collection was produced within the last 10 years and more than 33% since 2012. The DLF collection is more aged with just over 54% of the collection having been produced within the last ten years. Primarily due to shelf space restrictions and the physical instability of the format, this collection needs to be continuously weeded to make room for higher in-demand new releases.

### **Usage**

The collection is primarily used by adults as younger age groups have been adopting digital downloading and streaming. Amongst all the audiovisual formats in the collection, the CD format has declined the most in the last three years. The turnover rate of adult music CDs at the Main library is 4.10 circulations per item and 2.15 circulations per item at DLF.<sup>v</sup>

In order of popularity, the most popular genres at the Main library are Pop, Rock, Alternative Rock, Jazz and Country (September 2017); at the DLF library the most popular genres are Pop, Country, Jazz and then Rock.

As of August 2017, a small percentage of the collection has not circulated at the Main library (4.40%); however, just over 27% of the collection at the DLF library has not circulated in two years.

### **Condition**

As of August 2017, over 28% of the adult music CD collection at the Main library was in excess of 50 circulations. It is recommended that no more than 10% of the collection exceed 50 circulations per item.<sup>vi</sup>

### **Retention**

Music CDs are retained as long as they circulate at least once within two years and generally do not exceed 50 circulations. Some items with higher circulation are retained if they are in good condition. Items with low or high circulation may be withdrawn to make room for new items. Some items are candidates for in-house repair in order to extend the life of the item. Items with low circulation may be transferred to another branch library. In some cases, classic albums will be repurchased, particularly if they have high circulation.

### **Preliminary Recommendations**

**In the short-term:** Consider gradual weeding at both libraries in order to improve the overall physical condition of the collection.

Continue to maintain and add to the entire music CD collection conservatively; there needs to be a close watch on broader industry trends - particularly with respect to digital technologies.

## **2. DVDs**

### **Size and Scope**

The adult DVD collections at both Main and DLF libraries consist of feature films, television series and non-feature films (e.g. documentaries). The largest of the three sub-collections are feature films, followed by non-feature films and then the television series. Combined holdings only account for 5.37% of the overall collection at Main and 5.67% at DLF.

The feature film collection at both libraries focuses on current or new releases. There are a smaller proportion of classic or older titles. The former are in heavier demand (as demonstrated by recent system hold reports). Popular mini-series collections are acquired such as those produced by the BBC, PBS, CBC, etc. There are no restrictions with regard to collecting films as long as they comply with Canadian law. This means

that films of a range of ratings are included in the collection (i.e. G, PG, 14A, 18A, R). New releases are also emphasized in the collection because studios are increasingly choosing not to re-release older films in DVD format.

The majority of films acquired are in English; however, foreign films with subtitles are also included. Adult French films with French sub-titles are shelved within the adult French collection.

The types of television series that are acquired are of series produced and/or distributed by paid sources such as HBO. Titles that are usually not acquired are those being currently shown on major networks or titles that take up a significant amount of shelf space (e.g. long-running series with multi-seasons).

The non-feature collection is a varied one consisting of a combination of self-help, educational and documentary-style films. Due to reduced shelf space and general demand, it is not a subject comprehensive collection - the emphasis is on the more popular titles such as documentaries.

The size of the television and non-feature collections at DLF is small; this is due mainly to shelf space. The result is that the Main collection is a broader, more comprehensive collection.

The majority of DVD purchases are made through two library vendors: CVS Midwest Tapes and Library Services Centre. These vendors provide information that assists library selectors such as customized lists and reviews. Selectors may also rely on reviews published in *Video Librarian*. Patron recommendations for purchase are also used to make acquisition decisions.

## **Format**

The collection is primarily made up of DVDs because most households are able to accommodate this format. There are some Blu-Ray discs in the collection but these are circulated as a companion to the DVD and are not part of their own collection.

Due to physical processing limitations, DVDs are circulated as individual volumes in single or double cases.

Only Region 1 DVD formats are acquired.

## **Age**

At the Main library, more than 50% of the feature films, 68% of the television series and 31% of non-feature films were produced within the last five years. Primarily due to shelf space restrictions and the physical instability of the format, these collections have to be continuously weeded to make room for in-demand new releases. While the collection is primarily a current one; there are some retrospective inclusions such as award winners and cult classics.

## Usage

The adult DVD collections at the Main library make up 24.95% (2016) of the total circulation of physical materials at the Main library; the adult DVD collections at the DLF library make up 20.91% (2016) of the total circulation of physical materials at the DLF library. There has been a rise and fall in circulation between 2013 and 2016, but the demand remains fairly strong. Of all the audiovisual formats, adult DVDs have the largest turnover rate at 17.76 per item (2016). While factors such as shorter loan periods do influence the turnover rate, this by itself does not account for the high demand.

The DVD collections are used primarily by the library's adult patron base; however, they may also be used by teens and other adults looking for titles for family viewing. The library does not restrict access to materials in its collection to anyone.

As of September 2017, the adult feature film collection is under stocked between 20% and 25% at both branches (primarily due to it being the most in-demand collection). One of the challenges in meeting this demand is in the provision of appropriate shelf space, in addition to budgetary considerations.

## Condition

As of August 2017, over 29% of the adult feature DVD collection at the Main library was in excess of 100 circulations. 16% of television series and only 2% of non-feature films are in excess of 100 circulations at the Main library. Less than 3% of the adult feature DVDs at the DLF library has more than 100 circulations. The general guideline is that 10% of an individual DVD collection should not exceed 100 circulations.<sup>vii</sup>

## Retention

DVDs are retained as long as they circulate at least once within two years, and do not generally exceed the maximum number of 100 circulations. Some items with higher circulation are retained if they are in good condition. Items with low circulation or high circulation may be withdrawn to make room for new items. Some items may be candidates for in-house repair, in order to extend the life of the item. Items with low circulation may be transferred to another branch library. Items with high circulation may be re-ordered (e.g. Academy Award winners; Criterion Collection films, etc).

To keep the collection up-to-date, some non-feature DVDs in time-sensitive subject areas such as computer science, medicine, science and technology, etc., may be weeded and replaced with newer material.

## Preliminary Recommendations

**In the short-term:** Judiciously weed the heavily-used adult feature film collection at the Main Library. Continue to order replacements as well as new releases.



### 3. Talking Books

#### Size and Scope

The talking book collection consists of three formats: Audiobooks on CD, Playaways and MP3-CDs. The emphasis is on audiobooks on CD because this format is currently the most broadly accessible format of the physical audiobooks. Many individuals (and in particular seniors) still maintain CD players at home and in their vehicles; in addition, some laptops and desktops are still able to support this format. However, the broader trend in the industry appears to be moving toward the digital format.

The audiobooks on CD collection represents 2.53% of the holdings at the Main library and 1.19% of the holdings at DLF. Approximately 80% of this collection is made up of fiction and 20% of non-fiction. The emphasis is on popular genre fiction with some additions of classic and/or literary fiction. The non-fiction area is less comprehensive in nature and focuses on popular subjects such as foreign language instruction, self-help, spirituality, biography and history.

The small Playaway collection (less than 1%) is housed at the Main library only. The Playaway is a convenient, portable, self-contained audiobook housed in an MP3-player-style case. It requires a pair of earphones and an AAA battery to operate. This format is popular with people on the go and with those with some (but limited eyesight). There is only one producer of the format and they contract with a small group of publishers to provide content. As a result, the collection tends to emphasize current, bestsellers and popular authors (mostly fiction).

The small MP3-CD collection (less than 1%) is housed at the Main library only. The MP3-CD format is a single disc format that may be played on computers and MP3 players. The number of library publishers of this format is relatively small and the emphasis is on current, bestsellers, and popular authors (mostly fiction). Interest in this collection has not been broad because of other technical requirements needed to use it (i.e. MP3 player; file transfer from computer to iPod, etc).

The majority of talking book purchases are made through four library vendors. There are two distributors: CVS Midwest Tapes, and Library Services Centre. The other two are publishers: Recorded Books and Blackstone Audio. Through Recorded Books, the library subscribes to an audiobook on CD/downloadable audiobook standing order plan for adult bestsellers, Canadian and UK authored titles (mostly fiction). A select number of titles are received by the library on a quarterly basis. A more modest standing order plan exists for audiobook on CD titles that are exclusive to Blackstone Audio.

Library selectors use customized order lists provided by the above vendors as well as consult reviews in publications such as *Audiofile*. Patron recommendations for purchase are also used to make acquisition decisions.

**Age**

About 80% of the fiction audiobooks on CD and 69% of the nonfiction audiobooks on CD at Main were published within the last ten years. 71% of the fiction audiobooks on CD at DLF were published within the last ten years. This is partially due to the physical instability of the material and its resulting inability to stay on the shelf for a long time. In addition, the most popular items tend to be the newest releases; lack of shelf space means those older titles and titles that have low circulation may need to be removed to make room for newer titles.

**Format**

Where possible, the library will include only unabridged recordings in the collection.

Due to shelving and replacement challenges, the library may opt not to purchase excessively long recordings (e.g. sets with more than 25 discs).

**Usage**

The adult audiobooks on CD account for 3.19% of the overall circulation at Main and 1.52% of the circulation at DLF. The MP3-CDs and the Playaways account for less than 0.50% of overall circulation. In terms of turnover at the Main library, Audiobooks on CD circulate 4.82 times per item followed by 3.4 times per Playaway, and 1.35 times per MP3-CD. At DLF, audiobooks on CD turn over at a rate of 2.45 times per item.

As of September 2017, the most popular genres (Main Library) for adult audiobooks on CD are mystery, suspense and romance. The most popular genres (DLF Library) are romance, nonfiction and historical. That being said, all the adult talking book collections at both libraries are slightly overstocked (as of September 2017). At the Main library, general fiction audiobooks on CD and nonfiction audiobooks on CD have the highest overstocked percentage (3.26% and 2.45% respectively). At DLF library, mysteries (2.57%) and general fiction (2.35%) are the most overstocked audiobooks on CD.

**Condition**

Audiobooks on CD, Playaways, and MP3-CDs are targeted for removal and possible replacement when the number of circulations of an item exceeds 50. As of August 2017, 15.80% of the Fiction Audiobooks on CD and 6.40% of the Nonfiction Audiobooks on CD collection exceeds 50 circulations. The general guideline is that 10% of an individual talking book collection should not exceed 50 circulations.

**Retention**

These items are retained as long as they circulate at least once within two years, and do not generally exceed 50 circulations. Some items with higher circulation are retained if they are in good condition. Items with low circulation or high circulation may be withdrawn to make room for new items. Some discs may be candidates for in-house repair, in order to extend the life of the item. Items with low circulation may be

transferred to another branch library. Some individual discs that are lost or damaged may not be replaceable and this renders the entire audiobook useless.

**Preliminary Recommendations**

**In the short-term:** Weed the adult fiction audiobook on CD collection by about 6% of its overall size.

Continue to emphasize purchases on the audiobook on CD format as the circulation trend is stable. However, there is a potential for stock to outpace overall demand with this and the other two talking book formats. Continue to maintain and add to the collection in the short-term; however, there needs to be a close watch on broader industry trends; particularly with respect to digital technologies.

## Adult Audiovisual Data

### Holdings (September 2016)

Collection Type	Total Number of Volumes Main	Holdings as a % of Main Collection	Total Number of Volumes DLF	Holdings as a % of DLF Collection
Adult Audiobooks on CD	3134	2.53%	244	1.19%
Adult MP3 CDs	246	0.20%	n/a	n/a
Adult Playaways	382	0.31%	n/a	n/a
Adult Music CDs	1584	1.28%	257	1.26%
Adult Feature DVDs	3216	2.60%	1126	5.51%
Adult Non-Feature DVDs	1744	1.41%	26	0.13%
Adult Television DVDs	1690	1.36%	7	0.03%

**Note:** audiovisual items such as book and CD kits, DVDs and audiobooks on CD that form the French, ESL, Local Authors, and Adult Literacy collections are included in those respective collections and therefore are considered separately.

## Age of the Adult Audiovisual Collection (Main Library - September, 2016)

A consideration of the age (publication date) of items and the percentage of that collection's age compared to that individual collection at the Main Library.

Collection	Main Copies < 1996	% of that Collection by age compared to that collection at Main	Main Copies 1997 to 2001	% of that Collection by age compared to that collection at Main	Main Copies 2002 to 2006	% of that Collection by age compared to that collection at Main	Main Copies 2007 to 2011	% of that Collection by age compared to that collection at Main	Main Copies >2012	% of that Collection by age compared to that collection at Main
Feature DVDs	55	1.71%	182	5.66%	414	12.87%	811	25.22%	1754	54.54%
Non-feature DVDs	24	1.38%	94	5.39%	339	19.44%	730	41.86%	557	31.94%
Television DVDs	16	0.95%	0	0.00%	69	4.08%	443	26.21%	1162	68.76%
Fiction Audiobooks on CD	96	3.84%	104	4.16%	267	10.69%	1113	44.57%	917	36.72%
Nonfiction Audiobooks on CD	16	2.51%	48	7.54%	132	20.72%	269	42.23%	172	27.00%
Fiction Playaways	0	0.00%	1	0.32%	12	3.81%	156	49.52%	146	46.35%
Nonfiction Playaways	0	0.00%	3	4.48%	1	1.49%	37	55.22%	26	38.81%
Fiction MP3-CDs	3	1.30%	5	2.17%	7	3.04%	180	78.26%	35	15.22%
Nonfiction MP3-CDs	0	0.00%	0	0.00%	0	0.00%	16	100.00%	0	0.00%
Adult Music CDs	94	5.93%	102	6.44%	241	15.21%	614	38.76%	533	33.65%

**Age of the Adult Audiovisual Collection (DLF Branch, September 2016)**

A consideration of the age (publication date) of items and the percentage of that collection's age compared to that individual collection at the DLF Branch.

Collection by Age	DLF Copies <1996	% of that Collection by age compared to that collection at DLF	DLF Copies 1997 to 2001	% of that Collection by age compared to that collection at DLF	DLF Copies 2002 to 2006	% of that Collection by age compared to that collection at DLF	DLF Copies 2007 to 2011	% of that Collection by age compared to that collection at DLF	DLF Copies >2012	% of that Collection by age compared to that collection at DLF
Adult Feature DVDs	5	0.44%	13	1.15%	143	12.70%	468	41.56%	497	44.14%
Adult Non-feature DVDs	0	0.00%	0	0.00%	8	30.77%	12	46.15%	6	23.08%
Adult Television DVDs	0	0.00%	0	0.00%	0	0.00%	4	57.14%	3	42.86%
Adult Fiction Audiobooks on CD	2	0.86%	4	1.72%	60	25.86%	118	50.86%	48	20.69%
Adult Nonfiction Audiobooks on CD	0	0.00%	1	8.33%	8	66.67%	2	16.67%	1	8.33%
Adult Music CDs	11	4.28%	26	10.12%	81	31.52%	96	37.35%	43	16.73%

**Circulation of the Adult Audiovisual Collection (Main and DLF - 2013 to 2016)**

<b>Collection</b>	<b>2013 Main Circ</b>	<b>% of Main Circ</b>	<b>2013 DLF Circ</b>	<b>% of DLF Circ</b>
Adult Playaways	1191	0.22%	n/a	n/a
Adult MP3-CDs	717	0.13%	n/a	n/a
Adult Audiobooks on CD	17798	3.27%	314	1.32%
Adult DVDs	148219	27.20%	5318	22.31%
Adult Music CDs	11433	2.10%	246	1.03%

<b>Collection</b>	<b>2014 Main Circ</b>	<b>% of Main Circ</b>	<b>2014 DLF Circ</b>	<b>% of DLF Circ</b>
Adult Playaways	1130	0.20%	n/a	n/a
Adult MP3-CDs	547	0.10%	n/a	n/a
Adult Audiobooks on CD	16199	2.86%	174	0.76%
Adult DVDs	179444	31.63%	5799	25.39%
Adult Music CDs	10775	1.90%	214	0.94%

<b>Collection</b>	<b>2015 Main Circ</b>	<b>% of Main Circ</b>	<b>2015 DLF Circ</b>	<b>% of DLF Circ</b>
Adult Playaways	1558	0.29%	n/a	n/a
Adult MP3-CDs	690	0.13%	n/a	n/a
Adult Audiobooks on CD	16725	3.10%	172	0.73%
Adult DVDs	168158	31.21%	5942	25.05%
Adult Music CDs	8706	1.62%	205	0.86%

<b>Collection</b>	<b>2016 Main Circ</b>	<b>% of Main Circ</b>	<b>2016 DLF Circ</b>	<b>% of DLF Circ</b>
Adult Playaways	1388	0.29%	n/a	n/a
Adult MP3-CDs	333	0.07%	n/a	n/a
Adult Audiobooks on CD	15109	3.19%	597	1.52%
Adult DVDs	118143	24.94%	8187	20.91%
Adult Music CDs	6507	1.37%	552	1.41%

**Turnover (Circulation/Holdings) 2016**

<b>Collection</b>	<b>Turnover at Main</b>	<b>Turnover at DLF</b>
Adult Playaways	3.6	n/a
Adult MP3-CDs	1.35	n/a
Adult Audiobooks on CD	4.82	2.45
Adult DVDs	17.76	7.06
Adult Music CDs	4.10	2.15



**Percentage of Collection Exceeding Suggested Maximum # of Circulations (August 2017)**

Collection	Maximum Circulation # per item	% of items at Main in excess of circulation threshold	% of items at DLF in excess of circulation threshold
Adult Fiction Playaways	50	2.10%	n/a
Adult Nonfiction Playaways	50	3.10%	n/a
Adult Fiction MP3-CDs	50	8%	n/a
Adult Nonfiction MP3-CDs	50	6.20%	n/a
Adult Fiction Audiobooks on CD	50	15.80%	0%
Adult Nonfiction Audiobooks on CD	50	6.40%	0%
Adult Feature DVDs	100	29.90%	2.80%
Adult Non-feature DVDs	100	2%	0%
Adult Television DVDs	100	16%	0%
Adult Music CDs	50	28.10%	4.90%

**Percentage of Collection that Has Not Circulated (August 2017)**

Collection	Maximum # of Days in collection without circulation	% of items at Main that have not circulated within designated time frame	% of items at DLF that have not circulated within designated time frame
Adult Fiction Playaways	730	2.10%	n/a
Adult Nonfiction Playaways	730	3.10%	n/a
Adult Fiction MP3-CDs	730	8%	n/a
Adult Nonfiction MP3-CDs	730	6.20%	n/a
Adult Fiction Audiobooks on CD	730	0.80%	10%
Adult Nonfiction Audiobooks on CD	730	4.40%	7.10%
Adult Feature DVDs	730	0.40%	0.90%
Adult Non-feature DVDs	730	3%	6.60%
Adult Television DVDs	730	0%	0%
Adult Music CDs	730	4.40%	27.10%

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<sup>i</sup> 2016 Census profile. Source: <http://www12.statcan.ca>. Accessed 10/04/2017.

<sup>ii</sup> A white paper published by Midwest Tape referenced a Digital Entertainment Group report (2017) stating that 36% of Americans are not using streaming digital services. It also referenced a 2016 Pew Research study indicating that 13% of US adults do not use the internet. Of these, 41% are aged 65+, 34% having no high school diploma and 23% earn less than \$30,000 per year. A Comscore study, in 2015 identified that 28% of video consumers use physical formats, 56% use both and 16% use digital exclusively. Source: Video Trends: DVD, Blu-ray, and 4K: A Library-centric view, p.1. n.d.

<sup>iii</sup> Listen Up: Audiobook Use in Canada, 2015, p. 17. Online: <https://www.booknetcanada.ca/listen-up>. Accessed 10/02/2017.

<sup>iv</sup> The library uses a collection analysis tool called CollectionHQ. It helps to determine the degree in which an individual collection is overstocked or under stocked. This is achieved by a comparison of the proportion of total items in a collection with the proportion of the total circulation.

<sup>v</sup> The turnover rate represents the total number of circulations divided by the total number of volumes. There is no standard for turnover; however, higher numbers generally indicate the popularity of a collection and that more items should be added to meet demand.

<sup>vi</sup> The default number of circulations set by CollectionHQ for audiovisual collections is 40. CollectionHQ research indicates that if an item exceeds 40 circulations, then it is likely to be in a poor or “grubby” condition. This default may be adjusted by libraries in accordance with their individual needs - particularly with regard to budgets and staffing.

<sup>vii</sup> The recommended level is 40 (by CollectionHQ).