

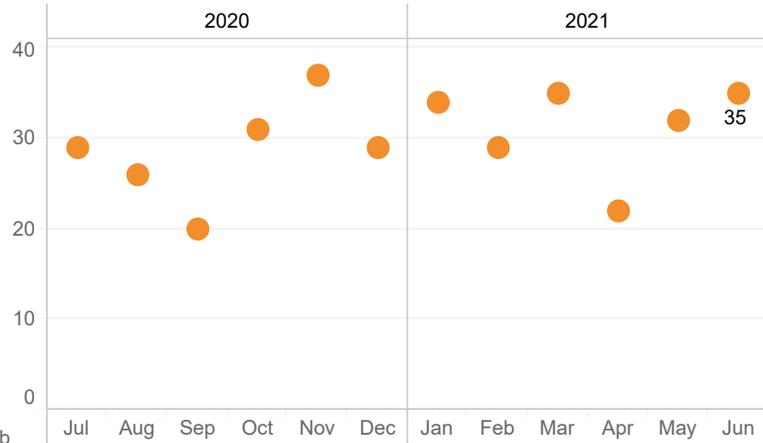
**February 2019**  
Oelwein Public Library  
Launched hoopla!

**118**  
Unique Patrons  
Since Launch

**2,174**  
Unique Titles Borrowed  
Since Launch

a

**Patrons Served (Monthly)**



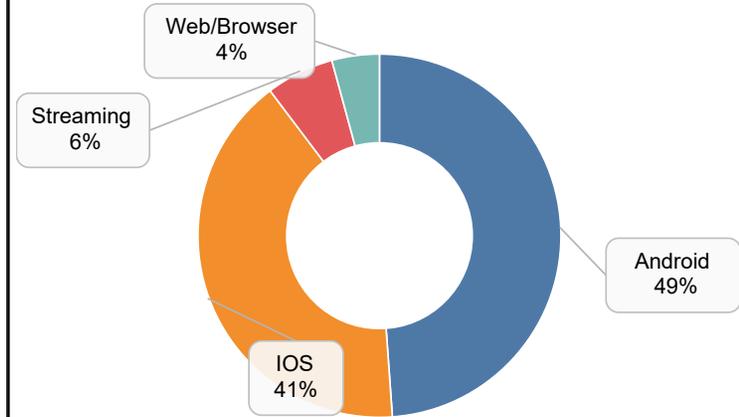
**78**  
Patrons Reached  
Last 12 Months

**35**  
Patrons Reached  
June 2021

b

**90%** of Circulations were on a Mobile Device over the past year

**Circulation Source**  
Last 12 Months

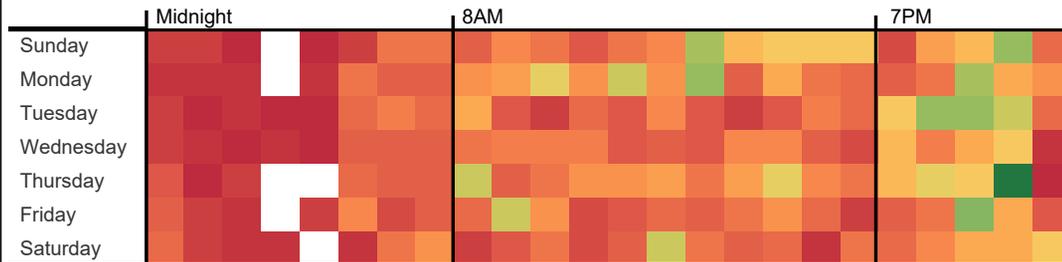


d

**Prime Time:** Oelwein Public Library patrons tend to borrow in the evening

**Most Popular Time:** 10 PM on Thursday

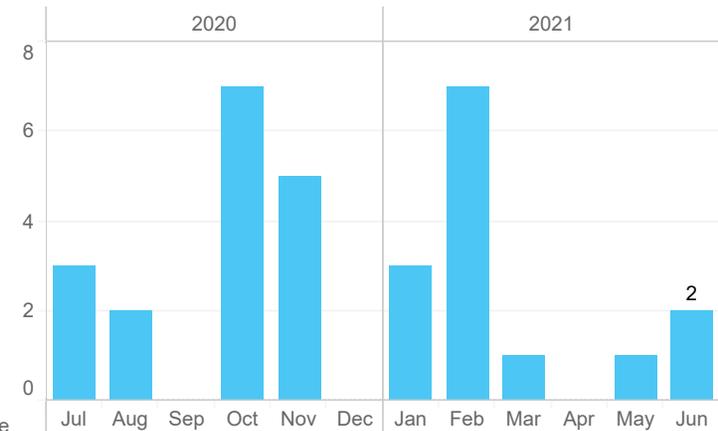
**Circulations by Time of Day**



c

**31 New Patrons**  
registered for hoopla by Oelwein Public Library in the last year!

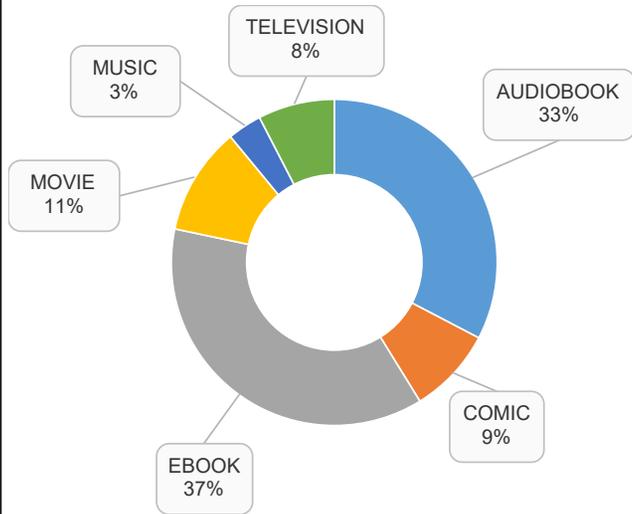
**New Patrons Registered**



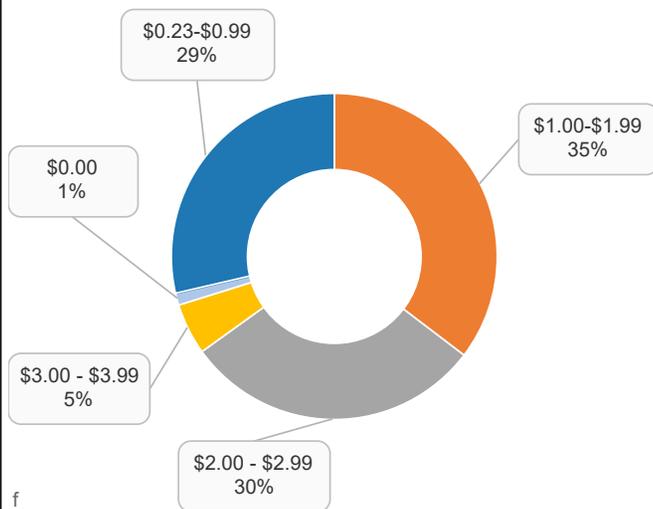
e

**78%** of titles circulated were eBooks, Audiobooks & Comics

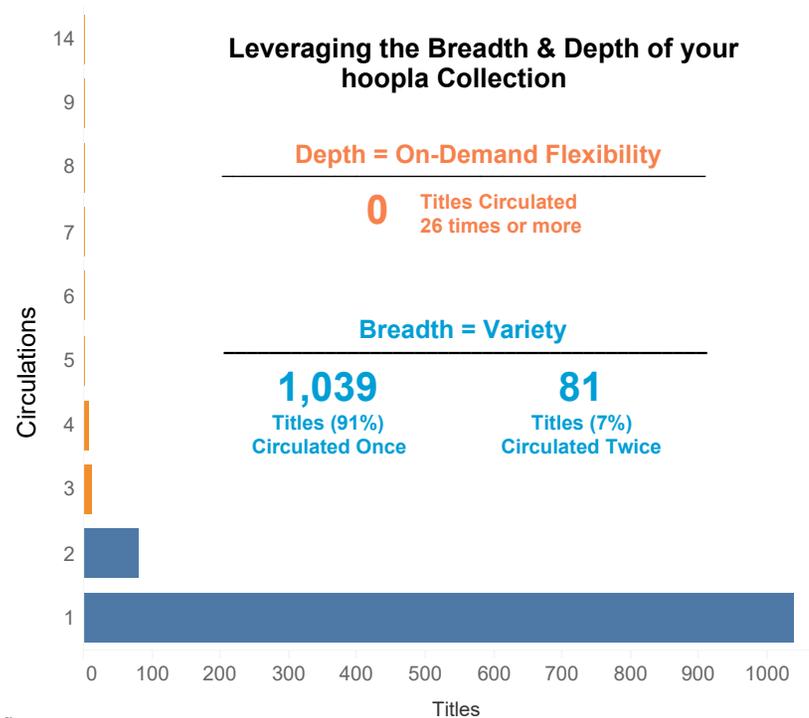
**Unique Titles Circulated by Format**



**Circulations by Price Point**



**Leveraging the Breadth & Depth of your hoopla Collection**



**Last 12 Months**

**1,148**  
Unique Titles Circulated

**1,332**  
Total Circulations

**17.1**  
Circulations Per Patron

**\$1.80**  
Cost per Circulation

**Delivering Value to Your Community**

hoopla enabled Oelwein Public Library patrons to access 1K titles worth \$31K in Content Value for \$2K

**\$29K Saved**

Format	hoopla Total Circs	Unique Titles Circled	hoopla Total Cost	hoopla Cost per Title	Cost to Purchase (per Title)	Total Cost to Purchase Titles Circled
AUDIOBOOK	408	375	\$1,029	\$2.74	\$43	\$16,125
COMIC	100	98	\$147	\$1.50	\$13	\$1,274
EBOOK	495	426	\$589	\$1.38	\$24	\$10,224
MOVIE	154	123	\$369	\$3.00	\$16	\$1,968
MUSIC	74	39	\$117	\$3.01	\$10	\$390
TELEVISION	101	87	\$144	\$1.65	\$14	\$1,218