

**CLEVELAND PUBLIC LIBRARY
MONTHLY ACTIVITY REPORT FOR MARCH 2011**

CIRCULATION ACTIVITY	Monthly Total		Average Hourly		Year-to-Date		YTD
	2011	2010	2011	2010	2011	2010	Gain/Loss
Main Library	170,577	178,056	790	733	483,912	484,119	-0.04%
Branches	350,184	363,096	1,533	1,432	970,217	1,014,861	-4.40%
Mobile Units	6,780	6,471			17,854	17,689	0.93%
Library for the Blind	67,755	64,674			178,094	169,917	4.81%
TOTAL CIRCULATION	595,296	612,297			1,650,077	1,686,586	-2.16%

ELECTRONIC MEDIA CIRCULATION	Monthly Total		Year-to-Date		YTD
	2011	2010	2011	2010	Gain/Loss
eBook	5,016	1,293	14,506	3,604	302.5%
eAudioBook	3,096	1,596	9,304	4,393	111.8%
eMusic	38	58	206	96	114.6%
eVideo	102	45	295	109	170.6%
TOTAL eCIRCULATION	8,252	2,992	24,311	8,202	196.4%

COMPUTER USAGE	Number of Computers	Average Session	Number of Sessions		Hours in Use		YTD
			2011	2010	2011	2010	Gain/Loss
Main Library	72	43 minutes	12,280	16,198	8,868	12,131	-26.9%
Branches	328	41 minutes	66,146	78,685	44,904	42,168	6.5%
TOTAL USAGE	400		78,426	94,883	53,772	54,300	-1.0%

Sessions less than 5 minutes excluded. Hours in use does not include grace periods computers are held for patrons.

WALK-IN COUNT	Monthly Total		Average Hourly		Year-to-Date		YTD
	2011	2010	2011	2010	2011	2010	Gain/Loss
Main Library	53,956	75,881	250	312	136,530	176,226	-22.5%
Branches	264,214	315,469	1,157	1,244	719,581	803,018	-10.4%
Mobile Unit	828	780			2,136	1,961	8.9%
TOTAL VISITS	318,998	392,130			858,247	981,205	-12.5%

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**CLEVELAND PUBLIC LIBRARY
BRANCH TOTAL CIRCULATION FOR MARCH 2011**

	a	b	c	d	e	f	g
BRANCH	Branch Circulation	Sent from Other Branches	Sent from Main	Sent from Other CLEVNET Systems	Total Direct Circulation (a+b+c+d)	Sent to Other CLEVNET Systems	Total Circulation (e+f)
Addison	11,117	961	800	1,199	14,077	909	14,986
Broadway	3,083	219	128	153	3,583	288	3,871
Brooklyn	7,713	920	627	876	10,136	788	10,924
Carnegie West	9,786	695	1,170	1,171	12,822	1,114	13,936
Collinwood	7,403	596	770	811	9,580	911	10,491
East 131st	4,234	495	314	471	5,514	577	6,091
Eastman	14,370	1,358	1,153	1,966	18,847	1,820	20,667
Fleet	10,431	731	852	1,060	13,074	1,148	14,222
Fulton	9,139	787	608	976	11,510	1,033	12,543
Garden Valley	3,270	305	132	234	3,941	383	4,324
Glenville	6,812	939	573	794	9,118	522	9,640
Harvard-Lee	7,626	536	519	899	9,580	904	10,484
Hough	4,365	542	394	505	5,806	499	6,305
Jefferson	7,096	797	920	1,052	9,865	949	10,814
Langston Hughes	6,373	649	534	627	8,183	709	8,892
Lorain	9,358	776	579	948	11,661	913	12,574
Martin Luther King, Jr.	6,050	462	864	1,107	8,483	782	9,265
Memorial-Nottingham	14,489	963	1,370	2,180	19,002	1,540	20,542
Mt. Pleasant	4,885	600	260	528	6,273	659	6,932
Rice	10,346	724	607	844	12,521	906	13,427
Rockport	18,585	1,610	1,415	1,940	23,550	1,965	25,515
South	7,715	469	404	514	9,102	790	9,892
South Brooklyn	16,724	1,118	1,741	2,143	21,726	2,392	24,118
Sterling	4,473	374	384	556	5,787	408	6,195
Union	5,405	612	302	510	6,829	545	7,374
Walz	13,681	1,120	1,043	1,490	17,334	1,401	18,735
West Park	17,403	1,482	2,491	3,140	24,516	2,976	27,492
Woodland	7,419	653	454	654	9,180	753	9,933
TOTAL	249,351	21,493	21,408	29,348	321,600	28,584	350,184

**CLEVELAND PUBLIC LIBRARY
BRANCH TOTAL CIRCULATION COMPARATIVE FOR MARCH 2011**

BRANCH	Monthly Total		Year-to-Date		YTD	YTD
	2011	2010	2011	2010	Gain/Loss	%G/L
Addison	14,986	16,084	40,820	45,529	-4,709	-10.3%
Broadway	3,871	4,303	10,585	10,656	-71	-0.7%
Brooklyn	10,924	9,146	29,769	26,147	3,622	13.9%
Carnegie West	13,936	13,492	38,013	36,718	1,295	3.5%
Collinwood	10,491	12,664	29,987	36,426	-6,439	-17.7%
East 131st	6,091	5,144	15,440	14,417	1,023	7.1%
Eastman	20,667	22,899	58,090	63,047	-4,957	-7.9%
Fleet	14,222	16,807	39,444	46,589	-7,145	-15.3%
Fulton	12,543	12,348	35,458	32,431	3,027	9.3%
Garden Valley	4,324	4,968	11,910	14,120	-2,210	-15.7%
Glenville	9,640	7,793	26,114	24,680	1,434	5.8%
Harvard-Lee	10,484	10,835	29,791	31,379	-1,588	-5.1%
Hough	6,305	7,012	18,280	20,252	-1,972	-9.7%
Jefferson	10,814	12,573	30,435	36,605	-6,170	-16.9%
Langston Hughes	8,892	8,429	24,268	23,039	1,229	5.3%
Lorain	12,574	15,024	35,531	41,957	-6,426	-15.3%
Martin Luther King, Jr.	9,265	10,251	25,365	28,607	-3,242	-11.3%
Memorial-Nottingham	20,542	20,746	54,750	59,722	-4,972	-8.3%
Mt. Pleasant	6,932	7,233	18,732	21,567	-2,835	-13.1%
Rice	13,427	16,733	39,364	39,395	-31	-0.1%
Rockport	25,515	25,847	68,287	70,419	-2,132	-3.0%
South	9,892	10,847	26,885	31,198	-4,313	-13.8%
South Brooklyn	24,118	26,669	67,296	74,814	-7,518	-10.0%
Sterling	6,195	7,335	18,936	21,830	-2,894	-13.3%
Union	7,374	6,505	20,538	19,586	952	4.9%
Walz	18,735	19,935	51,259	54,311	-3,052	-5.6%
West Park	27,492	31,226	76,471	88,462	-11,991	-13.6%
Woodland*	9,933	248	28,399	958	27,441	*
TOTAL	350,184	363,096	970,217	1,014,861	-44,644	-4.4%

*Woodland Branch closed 10/28/2009 - 04/23/2010 for ADA accessibility renovation, asbestos abatement, and roof repair.

**CLEVELAND PUBLIC LIBRARY
BRANCH ATTENDANCE MARCH 2011**

BRANCH	Monthly Total		Year-to-Date		YTD	YTD
	2011	2010	2011	2010	Gain/Loss	%G/L
Addison	6,021	8,143	16,299	19,779	-3,480	-17.6%
Broadway	1,581	2,191	4,060	4,888	-828	-16.9%
Brooklyn	5,052	4,831	12,199	11,600	599	5.2%
Carnegie West	19,761	24,006	57,526	60,395	-2,869	-4.8%
Collinwood	7,471	9,826	20,240	26,210	-5,970	-22.8%
East 131st	6,510	7,219	18,103	17,681	422	2.4%
Eastman	13,278	15,978	35,760	40,658	-4,898	-12.0%
Fleet	10,835	12,722	28,412	32,163	-3,751	-11.7%
Fulton	7,353	7,879	19,992	19,663	329	1.7%
Garden Valley	4,855	8,150	14,252	22,535	-8,283	-36.8%
Glenville	7,658	9,555	21,043	25,068	-4,025	-16.1%
Harvard-Lee	9,081	13,206	24,808	32,638	-7,830	-24.0%
Hough	14,141	16,002	37,011	40,723	-3,712	-9.1%
Jefferson	8,568	10,752	23,113	27,386	-4,273	-15.6%
Langston Hughes	6,432	7,664	17,550	19,354	-1,804	-9.3%
Lorain	7,278	8,620	19,718	22,571	-2,853	-12.6%
Martin Luther King, Jr.	6,770	7,762	18,218	19,844	-1,626	-8.2%
Memorial-Nottingham	8,691	9,696	23,399	26,050	-2,651	-10.2%
Mt. Pleasant	6,205	10,423	18,364	27,744	-9,380	-33.8%
Rice*	15,695	18,920	43,169	44,808	-1,639	-3.7%
Rockport	12,299	14,453	32,076	36,237	-4,161	-11.5%
South	9,337	12,725	23,974	30,980	-7,006	-22.6%
South Brooklyn	17,034	20,173	44,324	52,631	-8,307	-15.8%
Sterling	13,480	12,848	35,411	33,758	1,653	4.9%
Union	9,226	14,796	29,980	38,045	-8,065	-21.2%
Walz	10,779	12,621	28,232	31,377	-3,145	-10.0%
West Park	11,607	14,308	31,781	38,232	-6,451	-16.9%
Woodland*	7,216	0	20,567	0	20,567	*
TOTAL	264,214	315,469	719,581	803,018	-83,437	-10.4%

*See footnote p. 3

**CLEVELAND PUBLIC LIBRARY
BRANCH RANKINGS MARCH 2011**

Total Circulation		Attendance		Population*		
Branch		Branch		Branch	2009	2000
1 West Park	27,492	1 Carnegie West	19,761	1 South Brooklyn	31,511	34,217
2 Rockport	25,515	2 South Brooklyn	17,034	2 Fleet	27,822	34,598
3 South Brooklyn	24,118	3 Rice	15,695	3 West Park	27,291	29,398
4 Eastman	20,667	4 Hough	14,141	4 Eastman	23,686	25,873
5 Memorial-Nottingham	20,542	5 Sterling	13,480	5 Rice	22,240	25,893
6 Walz	18,735	6 Eastman	13,278	6 Fulton	20,026	22,575
7 Addison	14,986	7 Rockport	12,299	7 Memorial-Nottingham	19,553	22,598
8 Fleet	14,222	8 West Park	11,607	8 Rockport	19,404	21,467
9 Carnegie West	13,936	9 Fleet	10,835	9 Harvard-Lee	18,834	21,246
10 Rice	13,427	10 Walz	10,779	10 Langston Hughes	17,982	21,224
11 Lorain	12,574	11 South	9,337	11 Glenville	17,317	20,302
12 Fulton	12,543	12 Union	9,226	12 Walz	16,558	18,497
13 Brooklyn	10,924	13 Harvard-Lee	9,081	13 Collinwood	16,270	19,377
14 Jefferson	10,814	14 Memorial-Nottingham	8,691	14 Addison	16,169	19,263
15 Collinwood	10,491	15 Jefferson	8,568	15 East 131st	15,658	18,001
16 Harvard-Lee	10,484	16 Glenville	7,658	16 Martin Luther King, Jr.	15,212	15,483
17 Woodland	9,933	17 Collinwood	7,471	17 Mt. Pleasant	14,724	17,155
18 South	9,892	18 Fulton	7,353	18 Lorain	13,233	14,589
19 Glenville	9,640	19 Lorain	7,278	19 Carnegie West	10,549	11,716
20 Martin Luther King, Jr.	9,265	20 Woodland	7,216	20 Union	10,316	12,603
21 Langston Hughes	8,892	21 Martin Luther King, Jr.	6,770	21 Sterling	8,046	8,712
22 Union	7,374	22 East 131st	6,510	22 Woodland	7,492	7,213
23 Mt. Pleasant	6,932	23 Langston Hughes	6,432	23 South	7,009	7,729
24 Hough	6,305	24 Mt. Pleasant	6,205	24 Hough	6,197	7,845
25 Sterling	6,195	25 Addison	6,021	25 Brooklyn	5,419	6,430
26 East 131st	6,091	26 Brooklyn	5,052	26 Jefferson	3,587	3,987
27 Garden Valley	4,324	27 Garden Valley	4,855	27 Garden Valley	2,857	3,220
28 Broadway	3,871	28 Broadway	1,581	28 Broadway	1,687	1,966
	350,184		264,214		416,649	473,177

*Prepared By: Northern Ohio Data and Information Service – NODIS,
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**CLEVELAND PUBLIC LIBRARY
MONTHLY ACTIVITY REPORT FOR MARCH 2011**

OTHER TRANSACTIONS	Monthly Total		Year-to-Date		YTD
	2011	2010	2011	2010	Gain/Loss
Loans* to:					
CLEVNET	79,011	85,613	222,878	227,676	-2.1%
MORE	1,048	958	3,064	2,729	12.3%
Other Libraries	717	692	1,799	1,957	-8.1%
TOTAL	80,776	87,263	227,741	232,362	-2.0%

*Totals included in Main Library and Branch circulation counts.

ANALYSIS OF MAIN LIBRARY REFERENCE QUESTION LOAD	Monthly Total		Year-to-Date		YTD
	2011	2010	2011	2010	Gain/Loss
Projected	28,656	30,151	70,791	74,183	-4.6%
KnowItNow Web Reference*	1,243	2,121	3,735	5,134	-27.2%
Research Correspondence	1,400	825	3,113	2,914	6.8%
Interlibrary Loan Requests	4,316	4,157	12,279	12,246	0.3%
TOTAL	35,615	37,254	89,918	94,477	-4.8%

*Questions taken by CPL staff only.

CHANGES IN PERMANENT COLLECTION	Monthly Total		Year-to-Date		YTD
	2011	2010	2011	2010	Gain/Loss
New Titles Added	8,681	7,438	22,152	19,608	13.0%
Total Items Added	41,653	31,392	91,749	89,349	2.7%

HOURS OPEN	Monthly Total		Year-to-Date		YTD
	2011	2010	2011	2010	Gain/Loss
Main Library	216	243	584	666	-12.3%
Branches	6,394	6,846	17,248	18,574	-7.1%

**CLEVELAND PUBLIC LIBRARY
ANALYSIS OF OUTPUT MEASURES MARCH 2011**

