

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

CIRCULATION ACTIVITY	Monthly Total		Average Hourly		Year-to-Date		YTD
	2011	2010	2011	2010	2011	2010	Gain/Loss
Main Library	160,921	168,396	805	842	1,589,854	1,647,999	-3.5%
Branches	353,682	347,991	1,683	1,664	3,340,805	3,332,960	0.2%
Mobile Units	5,794	5,871			57,062	53,719	6.2%
Library for the Blind	56,343	59,020			569,519	605,154	-5.9%
eMedia	9,069	3,587			84,410	31,576	167.3%
TOTAL CIRCULATION	585,809	584,865			5,641,650	5,671,408	-0.5%

ELECTRONIC MEDIA CIRCULATION	Monthly Total		Year-to-Date		YTD	
	2011	2010	2011	2010	Gain/Loss	
eBook	6,205	1,770	53,932	14,771	265.1%	
eAudioBook	2,763	1,757	28,811	16,145	78.5%	
eMusic	47	20	675	300	125.0%	
eVideo	54	40	992	360	175.6%	
TOTAL eCIRCULATION	9,069	3,587	84,410	31,576	167.3%	Included in circulation activity.

OHIO BRAILLE & AUDIO READING DOWNLOAD	Monthly Total		Year-to-Date		YTD	
	2011	2010	2011	2010	Gain/Loss	
Downloads	9,207	6,800	87,216	57,198	52.5%	Not included in circulation activity.
Users	524	480	5,212	4,051	28.7%	

COMPUTER USAGE	Number of Computers	Average Session	Number of Sessions		Hours in Use		YTD
			2011	2010	2011	2010	Gain/Loss
Main Library	71	43 minutes	10,515	11,015	7,580	8,151	-7.0%
Branches	334	40 minutes	67,684	63,498	45,470	42,845	6.1%
TOTAL USAGE	405		78,199	74,513	53,050	50,996	4.0%

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	47,808	49,559	239	248	480,062	550,174	-12.7%
Branches	264,236	266,054	1,257	1,272	2,573,489	2,732,720	-5.8%
Mobile Unit	737	790			8,025	7,438	7.9%
TOTAL VISITS	312,781	316,403			3,061,576	3,290,332	-7.0%

**CLEVELAND PUBLIC LIBRARY
BRANCH TOTAL CIRCULATION FOR OCTOBER 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	11,626	1,403	1,201	1,372	15,602	1,081	16,683
Broadway	2,283	167	105	166	2,721	316	3,037
Brooklyn	6,462	519	474	491	7,946	893	8,839
Carnegie West	10,122	1,072	1,396	1,270	13,860	1,410	15,270
Collinwood	8,156	724	588	793	10,261	1,179	11,440
East 131st	4,452	463	387	423	5,725	524	6,249
Eastman	13,697	1,436	1,385	1,657	18,175	2,081	20,256
Fleet	9,147	809	982	1,007	11,945	1,241	13,186
Fulton	9,952	757	573	924	12,206	1,129	13,335
Garden Valley	4,587	354	215	233	5,389	445	5,834
Glenville	6,771	650	868	743	9,032	706	9,738
Harvard-Lee	7,389	797	687	914	9,787	982	10,769
Hough	4,556	528	354	424	5,862	518	6,380
Jefferson	7,781	1,025	1,174	1,389	11,369	1,193	12,562
Langston Hughes	5,299	528	426	593	6,846	558	7,404
Lorain	8,890	1,196	828	1,331	12,245	978	13,223
Martin Luther King, Jr.	6,150	517	889	1,037	8,593	888	9,481
Memorial-Nottingham	11,837	963	1,266	1,770	15,836	1,855	17,691
Mt. Pleasant	5,545	576	363	559	7,043	595	7,638
Rice	10,476	859	634	920	12,889	1,083	13,972
Rockport	17,316	1,636	1,466	2,095	22,513	2,523	25,036
South	8,080	681	416	582	9,759	903	10,662
South Brooklyn	14,439	1,327	1,640	2,194	19,600	2,626	22,226
Sterling	4,394	486	459	505	5,844	481	6,325
Union	5,397	557	300	497	6,751	693	7,444
Walz	13,669	1,225	1,193	1,651	17,738	1,698	19,436
West Park	15,622	1,567	2,784	3,513	23,486	3,422	26,908
Woodland	9,189	1,008	643	778	11,618	1,040	12,658
TOTAL	243,284	23,830	23,696	29,831	320,641	33,041	353,682

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

BRANCH	Monthly Total		Year-to-Date		YTD	YTD
	2011	2010	2011	2010	Gain/Loss	%G/L
Addison	16,683	12,159	148,968	139,080	9,888	7.1%
Broadway	3,037	3,757	34,112	35,144	-1,032	-2.9%
Brooklyn	8,839	8,686	91,179	82,832	8,347	10.1%
Carnegie West	15,270	13,735	135,286	130,134	5,152	4.0%
Collinwood	11,440	11,170	104,645	109,433	-4,788	-4.4%
East 131st	6,249	5,168	58,778	47,368	11,410	24.1%
Eastman	20,256	22,503	195,170	212,657	-17,487	-8.2%
Fleet	13,186	15,275	134,399	144,845	-10,446	-7.2%
Fulton	13,335	12,187	123,240	114,992	8,248	7.2%
Garden Valley	5,834	5,328	45,062	49,222	-4,160	-8.5%
Glenville	9,738	8,200	88,740	76,453	12,287	16.1%
Harvard-Lee	10,769	10,349	101,013	99,602	1,411	1.4%
Hough	6,380	6,914	66,098	64,509	1,589	2.5%
Jefferson	12,562	10,790	104,013	107,664	-3,651	-3.4%
Langston Hughes	7,404	8,454	81,015	76,887	4,128	5.4%
Lorain	13,223	13,337	125,025	129,836	-4,811	-3.7%
Martin Luther King, Jr.	9,481	9,101	90,679	89,043	1,636	1.8%
Memorial-Nottingham	17,691	20,290	176,611	196,335	-19,724	-10.0%
Mt. Pleasant	7,638	6,850	72,600	67,790	4,810	7.1%
Rice	13,972	14,344	133,881	134,811	-930	-0.7%
Rockport	25,036	24,754	236,412	233,302	3,110	1.3%
South	10,662	9,210	95,990	94,522	1,468	1.6%
South Brooklyn	22,226	24,610	224,810	242,887	-18,077	-7.4%
Sterling	6,325	7,227	62,846	64,666	-1,820	-2.8%
Union	7,444	6,835	69,806	60,788	9,018	14.8%
Walz	19,436	17,831	180,366	178,184	2,182	1.2%
West Park	26,908	28,577	257,975	286,469	-28,494	-9.9%
Woodland*	12,658	10,350	102,086	63,505	38,581	*
TOTAL	353,682	347,991	3,340,805	3,332,960	7,845	0.2%

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

**CLEVELAND PUBLIC LIBRARY
BRANCH ATTENDANCE OCTOBER 2011**

BRANCH	Monthly Total		Year-to-Date		YTD	YTD
	2011	2010	2011	2010	Gain/Loss	%G/L
Addison	6,068	7,237	59,824	70,891	-11,067	-15.6%
Broadway	1,287	1,726	15,394	17,258	-1,864	-10.8%
Brooklyn	4,629	4,287	47,768	44,267	3,501	7.9%
Carnegie West	19,544	17,581	188,215	193,826	-5,611	-2.9%
Collinwood	7,868	7,085	72,153	80,715	-8,562	-10.6%
East 131st	7,653	7,108	66,931	65,865	1,066	1.6%
Eastman	12,515	13,127	122,238	134,872	-12,634	-9.4%
Fleet	10,573	10,254	107,062	108,122	-1,060	-1.0%
Fulton	8,501	7,722	79,951	76,700	3,251	4.2%
Garden Valley	5,303	5,392	51,876	67,582	-15,706	-23.2%
Glenville	8,481	8,781	77,875	88,753	-10,878	-12.3%
Harvard-Lee	9,281	8,746	88,038	97,934	-9,896	-10.1%
Hough	12,466	14,088	144,033	144,864	-831	-0.6%
Jefferson	8,890	8,176	83,449	86,740	-3,291	-3.8%
Langston Hughes	6,899	6,627	65,074	71,635	-6,561	-9.2%
Lorain	7,812	7,542	76,172	79,591	-3,419	-4.3%
Martin Luther King, Jr.	5,630	6,034	59,893	65,397	-5,504	-8.4%
Memorial-Nottingham	7,822	8,909	84,925	94,930	-10,005	-10.5%
Mt. Pleasant	6,257	7,073	66,711	82,905	-16,194	-19.5%
Rice	15,612	17,992	143,838	158,208	-14,370	-9.1%
Rockport	17,659	10,892	124,889	116,359	8,530	7.3%
South	8,878	9,027	86,374	93,838	-7,464	-8.0%
South Brooklyn	14,209	15,581	145,550	171,150	-25,600	-15.0%
Sterling	13,374	13,917	137,723	128,063	9,660	7.5%
Union	7,127	10,869	86,752	106,582	-19,830	-18.6%
Walz	10,453	10,660	103,508	109,323	-5,815	-5.3%
West Park	11,567	11,665	106,800	123,974	-17,174	-13.9%
Woodland*	7,878	7,956	80,473	52,376	28,097	*
TOTAL	264,236	266,054	2,573,489	2,732,720	-159,231	-5.8%

*See footnote p. 3

**CLEVELAND PUBLIC LIBRARY
BRANCH RANKINGS OCTOBER 2011**

Total Circulation		Attendance		Population*		
Branch		Branch		2009	2000	
1 West Park	26,908	1 Carnegie West	19,544	1 South Brooklyn	31,511	34,217
2 Rockport	25,036	2 Rockport	17,659	2 Fleet	27,822	34,598
3 South Brooklyn	22,226	3 Rice	15,612	3 West Park	27,291	29,398
4 Eastman	20,256	4 South Brooklyn	14,209	4 Eastman	23,686	25,873
5 Walz	19,436	5 Sterling	13,374	5 Rice	22,240	25,893
6 Memorial-Nottingham	17,691	6 Eastman	12,515	6 Fulton	20,026	22,575
7 Addison	16,683	7 Hough	12,466	7 Memorial-Nottingham	19,553	22,598
8 Carnegie West	15,270	8 West Park	11,567	8 Rockport	19,404	21,467
9 Rice	13,972	9 Fleet	10,573	9 Harvard-Lee	18,834	21,246
10 Fulton	13,335	10 Walz	10,453	10 Langston Hughes	17,982	21,224
11 Lorain	13,223	11 Harvard-Lee	9,281	11 Glenville	17,317	20,302
12 Fleet	13,186	12 Jefferson	8,890	12 Walz	16,558	18,497
13 Woodland	12,658	13 South	8,878	13 Collinwood	16,270	19,377
14 Jefferson	12,562	14 Fulton	8,501	14 Addison	16,169	19,263
15 Collinwood	11,440	15 Glenville	8,481	15 East 131st	15,658	18,001
16 Harvard-Lee	10,769	16 Woodland	7,878	16 Martin Luther King, Jr.	15,212	15,483
17 South	10,662	17 Collinwood	7,868	17 Mt. Pleasant	14,724	17,155
18 Glenville	9,738	18 Memorial-Nottingham	7,822	18 Lorain	13,233	14,589
19 Martin Luther King, Jr.	9,481	19 Lorain	7,812	19 Carnegie West	10,549	11,716
20 Brooklyn	8,839	20 East 131st	7,653	20 Union	10,316	12,603
21 Mt. Pleasant	7,638	21 Union	7,127	21 Sterling	8,046	8,712
22 Union	7,444	22 Langston Hughes	6,899	22 Woodland	7,492	7,213
23 Langston Hughes	7,404	23 Mt. Pleasant	6,257	23 South	7,009	7,729
24 Hough	6,380	24 Addison	6,068	24 Hough	6,197	7,845
25 Sterling	6,325	25 Martin Luther King, Jr.	5,630	25 Brooklyn	5,419	6,430
26 East 131st	6,249	26 Garden Valley	5,303	26 Jefferson	3,587	3,987
27 Garden Valley	5,834	27 Brooklyn	4,629	27 Garden Valley	2,857	3,220
28 Broadway	3,037	28 Broadway	1,287	28 Broadway	1,687	1,966
	353,682		264,236		416,649	473,177

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

OTHER TRANSACTIONS	Monthly Total		Year-to-Date		YTD
	2011	2010	2011	2010	Gain/Loss
Loans* to:					
CLEVNET	82,845	79,434	783,307	767,142	2.1%
MORE	924	1,037	8,918	8,686	2.7%
Other Libraries	501	445	5,310	5,982	-11.2%
TOTAL	84,270	80,916	797,535	781,810	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	26,957	26,999	253,636	268,916	-5.7%
KnowItNow Web Reference*	933	1,741	7,567	12,755	-40.7%
Interlibrary Loan Requests	3,787	3,929	36,407	38,409	-5.2%
TOTAL	31,677	32,669	297,610	320,080	-7.0%

*Questions taken by CPL staff only. As more partner libraries throughout Ohio sign on to provide the service, what had been CPL's disproportionate share as a provider will continue to diminish.

CHANGES IN PERMANENT COLLECTION	Monthly Total		Year-to-Date		YTD
	2011	2010	2011	2010	Gain/Loss
New Titles Added	8,453	7,443	78,614	68,247	15.2%
Total Items Added	29,942	40,479	298,539	310,221	-3.8%

HOURS OPEN	Monthly Total		Year-to-Date		YTD
	2011	2010	2011	2010	Gain/Loss
Main Library	200	200	2,008	2,141	-6.2%
Branches	5,884	5,857	59,207	61,626	-3.9%

Hours reduced June 2, 2010 due to cuts in State funding.

MYTUNES	Oct 2011	Sept 2011	Aug 2011	July 2011
	Songs Downloaded	5,305	5,042	5,847
Users	791	829	943	843
New Registrations	13	41	218	27

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

