

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

| CIRCULATION ACTIVITY | Monthly Total | | Average Hourly | | Year-to-Date | | YTD |
|--------------------------|----------------|----------------|----------------|-------|------------------|------------------|--------------|
| | 2011 | 2010 | 2011 | 2010 | 2011 | 2010 | Gain/Loss |
| Main Library | 159,706 | 169,454 | 832 | 883 | 1,749,913 | 1,818,413 | -3.8% |
| Branches | 343,801 | 353,492 | 1,698 | 1,746 | 3,684,606 | 3,686,452 | -0.1% |
| Mobile Units | 5,946 | 5,948 | | | 63,008 | 59,667 | 5.6% |
| Library for the Blind | 59,729 | 64,369 | | | 629,248 | 669,523 | -6.0% |
| eMedia | 9,447 | 3,512 | | | 93,857 | 35,088 | 167.5% |
| TOTAL CIRCULATION | 578,629 | 596,775 | | | 6,220,632 | 6,269,143 | -0.8% |

| ELECTRONIC MEDIA CIRCULATION | Monthly Total | | Year-to-Date | | YTD | |
|---------------------------------|---------------|--------------|---------------|---------------|---------------|-----------------------------------|
| | 2011 | 2010 | 2011 | 2010 | Gain/Loss | |
| eBook | 6,554 | 1,798 | 60,486 | 16,569 | 265.1% | |
| eAudioBook | 2,792 | 1,665 | 31,603 | 17,810 | 77.4% | |
| eMusic | 59 | 17 | 734 | 317 | 131.5% | |
| eVideo | 42 | 32 | 1,034 | 392 | 163.8% | |
| TOTAL eCIRCULATION | 9,447 | 3,512 | 93,857 | 35,088 | 167.5% | Included in circulation activity. |

| OHIO BRAILLE & AUDIO READING DOWNLOAD | Monthly Total | | Year-to-Date | | YTD | |
|--|---------------|-------|--------------|--------|-----------|---------------------------------------|
| | 2011 | 2010 | 2011 | 2010 | Gain/Loss | |
| Downloads | 8,288 | 7,192 | 95,504 | 64,390 | 48.3% | Not included in circulation activity. |
| Users | 530 | 494 | 5,742 | 5,050 | 13.7% | |

| 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 | 9,854 | 10,816 | 6,990 | 8,004 | -12.7% |
| Branches | 345 | 40 minutes | 63,114 | 62,956 | 42,410 | 43,270 | -2.0% |
| TOTAL USAGE | 416 | | 72,968 | 73,772 | 49,400 | 51,273 | -3.7% |

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 | 45,884 | 48,517 | 239 | 253 | 525,946 | 598,691 | -12.2% |
| Branches | 246,760 | 251,174 | 1,219 | 1,241 | 2,820,249 | 2,983,894 | -5.5% |
| Mobile Unit | 714 | 657 | | | 8,739 | 8,095 | 8.0% |
| TOTAL VISITS | 293,358 | 300,348 | | | 3,354,934 | 3,590,680 | -6.6% |

**CLEVELAND PUBLIC LIBRARY
BRANCH TOTAL CIRCULATION FOR NOVEMBER 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 | 11,379 | 1,287 | 1,225 | 1,512 | 15,403 | 933 | 16,336 |
| Broadway | 2,620 | 178 | 120 | 180 | 3,098 | 322 | 3,420 |
| Brooklyn | 6,483 | 630 | 523 | 489 | 8,125 | 894 | 9,019 |
| Carnegie West | 9,780 | 938 | 1,207 | 1,345 | 13,270 | 1,177 | 14,447 |
| Collinwood | 7,757 | 647 | 521 | 890 | 9,815 | 1,035 | 10,850 |
| East 131st | 4,236 | 433 | 434 | 519 | 5,622 | 438 | 6,060 |
| Eastman | 13,157 | 1,219 | 1,344 | 1,723 | 17,443 | 2,037 | 19,480 |
| Fleet | 9,571 | 682 | 966 | 980 | 12,199 | 1,103 | 13,302 |
| Fulton | 9,122 | 856 | 574 | 975 | 11,527 | 1,055 | 12,582 |
| Garden Valley | 4,574 | 343 | 249 | 239 | 5,405 | 502 | 5,907 |
| Glenville | 6,042 | 539 | 743 | 697 | 8,021 | 771 | 8,792 |
| Harvard-Lee | 7,671 | 624 | 729 | 895 | 9,919 | 901 | 10,820 |
| Hough | 4,476 | 477 | 344 | 407 | 5,704 | 454 | 6,158 |
| Jefferson | 6,423 | 748 | 827 | 1,110 | 9,108 | 1,070 | 10,178 |
| Langston Hughes | 4,735 | 452 | 390 | 654 | 6,231 | 555 | 6,786 |
| Lorain | 8,770 | 1,045 | 807 | 1,346 | 11,968 | 898 | 12,866 |
| Martin Luther King, Jr. | 5,810 | 470 | 692 | 1,070 | 8,042 | 866 | 8,908 |
| Memorial-Nottingham | 11,405 | 989 | 1,358 | 2,023 | 15,775 | 1,620 | 17,395 |
| Mt. Pleasant | 5,635 | 645 | 366 | 567 | 7,213 | 546 | 7,759 |
| Rice | 11,611 | 695 | 654 | 1,155 | 14,115 | 957 | 15,072 |
| Rockport | 16,424 | 1,476 | 1,595 | 2,233 | 21,728 | 2,264 | 23,992 |
| South | 8,544 | 491 | 457 | 632 | 10,124 | 884 | 11,008 |
| South Brooklyn | 13,854 | 1,118 | 1,407 | 2,197 | 18,576 | 2,521 | 21,097 |
| Sterling | 4,518 | 469 | 518 | 556 | 6,061 | 411 | 6,472 |
| Union | 5,682 | 503 | 334 | 564 | 7,083 | 640 | 7,723 |
| Walz | 13,084 | 1,112 | 1,182 | 1,783 | 17,161 | 1,642 | 18,803 |
| West Park | 15,359 | 1,467 | 2,676 | 3,640 | 23,142 | 3,189 | 26,331 |
| Woodland | 9,099 | 729 | 556 | 937 | 11,321 | 917 | 12,238 |
| TOTAL | 237,821 | 21,262 | 22,798 | 31,318 | 313,199 | 30,602 | 343,801 |

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

| BRANCH | Monthly Total | | Year-to-Date | | YTD | YTD |
|-------------------------|----------------|----------------|------------------|------------------|---------------|--------------|
| | 2011 | 2010 | 2011 | 2010 | Gain/Loss | %G/L |
| Addison | 16,336 | 13,333 | 165,304 | 152,413 | 12,891 | 8.5% |
| Broadway | 3,420 | 3,851 | 37,532 | 38,995 | -1,463 | -3.8% |
| Brooklyn | 9,019 | 10,433 | 100,198 | 93,265 | 6,933 | 7.4% |
| Carnegie West | 14,447 | 13,340 | 149,733 | 143,474 | 6,259 | 4.4% |
| Collinwood | 10,850 | 11,587 | 115,495 | 121,020 | -5,525 | -4.6% |
| East 131st | 6,060 | 5,496 | 64,838 | 52,864 | 11,974 | 22.7% |
| Eastman | 19,480 | 21,549 | 214,650 | 234,206 | -19,556 | -8.3% |
| Fleet | 13,302 | 14,762 | 147,701 | 159,607 | -11,906 | -7.5% |
| Fulton | 12,582 | 12,877 | 135,822 | 127,869 | 7,953 | 6.2% |
| Garden Valley | 5,907 | 4,382 | 50,969 | 53,604 | -2,635 | -4.9% |
| Glenville | 8,792 | 8,286 | 97,532 | 84,739 | 12,793 | 15.1% |
| Harvard-Lee | 10,820 | 11,088 | 111,833 | 110,690 | 1,143 | 1.0% |
| Hough | 6,158 | 7,977 | 72,256 | 72,486 | -230 | -0.3% |
| Jefferson | 10,178 | 10,939 | 114,191 | 118,603 | -4,412 | -3.7% |
| Langston Hughes | 6,786 | 8,580 | 87,801 | 85,467 | 2,334 | 2.7% |
| Lorain | 12,866 | 13,261 | 137,891 | 143,097 | -5,206 | -3.6% |
| Martin Luther King, Jr. | 8,908 | 9,010 | 99,587 | 98,053 | 1,534 | 1.6% |
| Memorial-Nottingham | 17,395 | 20,217 | 194,006 | 216,552 | -22,546 | -10.4% |
| Mt. Pleasant | 7,759 | 7,028 | 80,359 | 74,818 | 5,541 | 7.4% |
| Rice | 15,072 | 14,806 | 148,953 | 149,617 | -664 | -0.4% |
| Rockport | 23,992 | 25,426 | 260,404 | 258,728 | 1,676 | 0.6% |
| South | 11,008 | 9,248 | 106,998 | 103,770 | 3,228 | 3.1% |
| South Brooklyn | 21,097 | 23,830 | 245,907 | 266,717 | -20,810 | -7.8% |
| Sterling | 6,472 | 7,620 | 69,318 | 72,286 | -2,968 | -4.1% |
| Union | 7,723 | 6,956 | 77,529 | 67,744 | 9,785 | 14.4% |
| Walz | 18,803 | 18,322 | 199,169 | 196,506 | 2,663 | 1.4% |
| West Park | 26,331 | 27,942 | 284,306 | 314,411 | -30,105 | -9.6% |
| Woodland* | 12,238 | 11,346 | 114,324 | 74,851 | 39,473 | * |
| TOTAL | 343,801 | 353,492 | 3,684,606 | 3,686,452 | -1,846 | -0.1% |

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

**CLEVELAND PUBLIC LIBRARY
BRANCH ATTENDANCE NOVEMBER 2011**

| BRANCH | Monthly Total | | Year-to-Date | | YTD | YTD |
|-------------------------|----------------|----------------|------------------|------------------|-----------------|--------------|
| | 2011 | 2010 | 2011 | 2010 | Gain/Loss | %G/L |
| Addison | 5,651 | 6,748 | 65,475 | 77,639 | -12,164 | -15.7% |
| Broadway | 1,398 | 1,716 | 16,792 | 18,974 | -2,182 | -11.5% |
| Brooklyn | 3,882 | 4,292 | 51,650 | 48,559 | 3,091 | 6.4% |
| Carnegie West | 18,138 | 18,592 | 206,353 | 212,418 | -6,065 | -2.9% |
| Collinwood | 7,098 | 6,807 | 79,251 | 87,522 | -8,271 | -9.5% |
| East 131st | 7,214 | 7,197 | 74,145 | 73,062 | 1,083 | 1.5% |
| Eastman | 12,008 | 13,115 | 134,246 | 147,987 | -13,741 | -9.3% |
| Fleet | 9,926 | 9,921 | 116,988 | 118,043 | -1,055 | -0.9% |
| Fulton | 8,104 | 7,512 | 88,055 | 84,212 | 3,843 | 4.6% |
| Garden Valley | 5,283 | 5,360 | 57,159 | 72,942 | -15,783 | -21.6% |
| Glenville | 7,332 | 7,654 | 85,207 | 96,407 | -11,200 | -11.6% |
| Harvard-Lee | 8,796 | 7,966 | 96,834 | 105,900 | -9,066 | -8.6% |
| Hough | 11,059 | 11,822 | 155,092 | 156,686 | -1,594 | -1.0% |
| Jefferson | 8,462 | 8,187 | 91,911 | 94,927 | -3,016 | -3.2% |
| Langston Hughes | 6,296 | 6,142 | 71,370 | 77,777 | -6,407 | -8.2% |
| Lorain | 8,063 | 7,742 | 84,235 | 87,333 | -3,098 | -3.5% |
| Martin Luther King, Jr. | 5,010 | 5,370 | 64,903 | 70,767 | -5,864 | -8.3% |
| Memorial-Nottingham | 7,855 | 8,482 | 92,780 | 103,412 | -10,632 | -10.3% |
| Mt. Pleasant | 6,007 | 6,918 | 72,718 | 89,823 | -17,105 | -19.0% |
| Rice | 13,264 | 15,704 | 157,102 | 173,912 | -16,810 | -9.7% |
| Rockport | 15,420 | 10,199 | 140,309 | 126,558 | 13,751 | 10.9% |
| South | 8,823 | 8,306 | 95,197 | 102,144 | -6,947 | -6.8% |
| South Brooklyn | 12,686 | 14,652 | 158,236 | 185,802 | -27,566 | -14.8% |
| Sterling | 12,824 | 12,557 | 150,547 | 140,620 | 9,927 | 7.1% |
| Union | 6,985 | 9,322 | 93,737 | 115,904 | -22,167 | -19.1% |
| Walz | 10,362 | 10,191 | 113,870 | 119,514 | -5,644 | -4.7% |
| West Park | 11,190 | 11,365 | 117,990 | 135,339 | -17,349 | -12.8% |
| Woodland* | 7,624 | 7,335 | 88,097 | 59,711 | 28,386 | * |
| TOTAL | 246,760 | 251,174 | 2,820,249 | 2,983,894 | -163,645 | -5.5% |

*See footnote p. 3

**CLEVELAND PUBLIC LIBRARY
BRANCH RANKINGS NOVEMBER 2011**

| Total Circulation | | Attendance | | Population* | | |
|-----------------------------------|---------|-----------------------------------|---------|-----------------------------------|---------|---------|
| Branch | | Branch | | 2009 | 2000 | |
| 1 West Park | 26,331 | 1 Carnegie West | 18,138 | 1 South Brooklyn | 31,511 | 34,217 |
| 2 Rockport | 23,992 | 2 Rockport | 15,420 | 2 Fleet | 27,822 | 34,598 |
| 3 South Brooklyn | 21,097 | 3 Rice | 13,264 | 3 West Park | 27,291 | 29,398 |
| 4 Eastman | 19,480 | 4 Sterling | 12,824 | 4 Eastman | 23,686 | 25,873 |
| 5 Walz | 18,803 | 5 South Brooklyn | 12,686 | 5 Rice | 22,240 | 25,893 |
| 6 Memorial-Nottingham | 17,395 | 6 Eastman | 12,008 | 6 Fulton | 20,026 | 22,575 |
| 7 Addison | 16,336 | 7 West Park | 11,190 | 7 Memorial-Nottingham | 19,553 | 22,598 |
| 8 Rice | 15,072 | 8 Hough | 11,059 | 8 Rockport | 19,404 | 21,467 |
| 9 Carnegie West | 14,447 | 9 Walz | 10,362 | 9 Harvard-Lee | 18,834 | 21,246 |
| 10 Fleet | 13,302 | 10 Fleet | 9,926 | 10 Langston Hughes | 17,982 | 21,224 |
| 11 Lorain | 12,866 | 11 South | 8,823 | 11 Glenville | 17,317 | 20,302 |
| 12 Fulton | 12,582 | 12 Harvard-Lee | 8,796 | 12 Walz | 16,558 | 18,497 |
| 13 Woodland | 12,238 | 13 Jefferson | 8,462 | 13 Collinwood | 16,270 | 19,377 |
| 14 South | 11,008 | 14 Fulton | 8,104 | 14 Addison | 16,169 | 19,263 |
| 15 Collinwood | 10,850 | 15 Lorain | 8,063 | 15 East 131st | 15,658 | 18,001 |
| 16 Harvard-Lee | 10,820 | 16 Memorial-Nottingham | 7,855 | 16 Martin Luther King, Jr. | 15,212 | 15,483 |
| 17 Jefferson | 10,178 | 17 Woodland | 7,624 | 17 Mt. Pleasant | 14,724 | 17,155 |
| 18 Brooklyn | 9,019 | 18 Glenville | 7,332 | 18 Lorain | 13,233 | 14,589 |
| 19 Martin Luther King, Jr. | 8,908 | 19 East 131st | 7,214 | 19 Carnegie West | 10,549 | 11,716 |
| 20 Glenville | 8,792 | 20 Collinwood | 7,098 | 20 Union | 10,316 | 12,603 |
| 21 Mt. Pleasant | 7,759 | 21 Union | 6,985 | 21 Sterling | 8,046 | 8,712 |
| 22 Union | 7,723 | 22 Langston Hughes | 6,296 | 22 Woodland | 7,492 | 7,213 |
| 23 Langston Hughes | 6,786 | 23 Mt. Pleasant | 6,007 | 23 South | 7,009 | 7,729 |
| 24 Sterling | 6,472 | 24 Addison | 5,651 | 24 Hough | 6,197 | 7,845 |
| 25 Hough | 6,158 | 25 Garden Valley | 5,283 | 25 Brooklyn | 5,419 | 6,430 |
| 26 East 131st | 6,060 | 26 Martin Luther King, Jr. | 5,010 | 26 Jefferson | 3,587 | 3,987 |
| 27 Garden Valley | 5,907 | 27 Brooklyn | 3,882 | 27 Garden Valley | 2,857 | 3,220 |
| 28 Broadway | 3,420 | 28 Broadway | 1,398 | 28 Broadway | 1,687 | 1,966 |
| | 343,801 | | 246,760 | | 416,649 | 473,177 |

*Prepared By: Northern Ohio Data and Information Service – NODIS,
Maxine Goodman Levin College of Urban Affairs, Cleveland State
University

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

| OTHER TRANSACTIONS Loans* to: | Monthly Total | | Year-to-Date | | YTD |
|----------------------------------|---------------|---------------|----------------|----------------|-------------|
| | 2011 | 2010 | 2011 | 2010 | Gain/Loss |
| CLEVNET | 79,859 | 76,472 | 863,166 | 843,614 | 2.3% |
| MORE | 710 | 1,065 | 9,628 | 9,751 | -1.3% |
| Other Libraries | 469 | 583 | 5,779 | 6,565 | -12.0% |
| TOTAL | 81,038 | 78,120 | 878,573 | 859,930 | 2.2% |

*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 | 25,680 | 26,910 | 279,316 | 295,826 | -5.6% |
| KnowItNow Web Reference* | 580 | 1,428 | 8,147 | 14,183 | -42.6% |
| Interlibrary Loan Requests | 3,597 | 4,242 | 40,004 | 42,651 | -6.2% |
| TOTAL | 29,857 | 32,580 | 327,467 | 352,660 | -7.1% |

*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 | 8,521 | 8,811 | 87,135 | 77,058 | 13.1% |
| Total Items Added | 27,729 | 36,299 | 326,268 | 346,520 | -5.8% |

| HOURS OPEN | Monthly Total | | Year-to-Date | | YTD |
|--------------|---------------|-------|--------------|--------|-----------|
| | 2011 | 2010 | 2011 | 2010 | Gain/Loss |
| Main Library | 192 | 192 | 2,216 | 2,333 | -5.0% |
| Branches | 5,668 | 5,668 | 64,875 | 67,294 | -3.6% |

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

| MYTUNES | Nov 2011 | Oct 2011 | Sept 2011 | Aug 2011 | July 2011 |
|-------------------|----------|----------|-----------|----------|-----------|
| Songs Downloaded | 4,277 | 5,305 | 5,042 | 5,847 | 2,894 |
| Users | 734 | 791 | 829 | 943 | 843 |
| New Registrations | 13 | 13 | 41 | 218 | 27 |

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

