

**CLEVELAND PUBLIC LIBRARY  
MONTHLY ACTIVITY REPORT FOR JANUARY 2012**

CIRCULATION ACTIVITY	Monthly Total		Average Hourly		Year-to-Date		YTD
	2012	2011	2012	2011	2012	2011	Gain/Loss
Main Library	161,465	165,359	841	861	161,465	165,359	-2.4%
Branches	334,489	330,000	1,653	1,632	334,489	330,000	1.4%
Mobile Units	5,788	5,767			5,788	5,767	0.4%
Library for the Blind	60,997	59,220			60,997	59,220	3.0%
eMedia	12,144	8,363			12,144	8,363	45.2%
<b>TOTAL CIRCULATION</b>	<b>574,883</b>	<b>568,709</b>			<b>574,883</b>	<b>568,709</b>	<b>1.1%</b>

ELECTRONIC MEDIA CIRCULATION	Monthly Total		Year-to-Date		YTD	
	2012	2011	2012	2011	Gain/Loss	
eBook	8,778	4,825	8,778	4,825	81.9%	
eAudioBook	3,235	3,350	3,235	3,350	-3.4%	
eMusic	45	74	45	74	-39.2%	
eVideo	86	114	86	114	-24.6%	
<b>TOTAL eCIRCULATION</b>	<b>12,144</b>	<b>8,363</b>	<b>12,144</b>	<b>8,363</b>	<b>45.2%</b>	Included in circulation activity.

OHIO BRAILLE & AUDIO READING DOWNLOAD	Monthly Total		Year-to-Date		YTD	
	2012	2011	2012	2011	Gain/Loss	
Downloads	9,263	7,994	9,263	7,994	15.9%	Not included in circulation activity.
Users	543	529	543	529	2.6%	

COMPUTER USAGE	Number of Computers	Average Session	Number of Sessions		Hours in Use		YTD
			2012	2011	2012	2011	Gain/Loss
Main Library	71	43 minutes	10,219	11,198	7,376	8,189	-9.9%
Branches	354	41 minutes	65,783	62,666	44,766	43,105	3.9%
<b>TOTAL USAGE</b>	<b>425</b>		<b>76,002</b>	<b>73,864</b>	<b>52,141</b>	<b>51,293</b>	<b>1.7%</b>

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
	2012	2011	2012	2011	2012	2011	Gain/Loss
Main Library	43,588	42,107	227	219	43,588	42,107	3.5%
Branches	241,414	241,087	1,193	1,193	241,414	241,087	0.1%
Mobile Unit	718	704			718	704	2.0%
<b>TOTAL VISITS</b>	<b>285,720</b>	<b>283,898</b>			<b>285,720</b>	<b>283,898</b>	<b>0.6%</b>

**CLEVELAND PUBLIC LIBRARY  
BRANCH TOTAL CIRCULATION FOR JANUARY 2012**

	a	b	c	d	e	f	g
<b>BRANCH</b>	<b>Branch Circulation</b>	<b>Sent from Other Branches</b>	<b>Sent from Main</b>	<b>Sent from Other CLEVNET Systems</b>	<b>Total Direct Circulation (a+b+c+d)</b>	<b>Sent to Other CLEVNET Systems</b>	<b>Total Circulation (e+f)</b>
<b>Addison</b>	11,848	1,316	1,175	1,330	15,669	877	16,546
<b>Broadway</b>	2,373	189	149	165	2,876	270	3,146
<b>Brooklyn</b>	6,384	675	581	776	8,416	791	9,207
<b>Carnegie West</b>	9,785	927	1,349	1,226	13,287	1,202	14,489
<b>Collinwood</b>	7,616	661	724	883	9,884	1,011	10,895
<b>East 131st</b>	4,390	446	373	460	5,669	371	6,040
<b>Eastman</b>	12,667	1,208	1,512	1,905	17,292	1,792	19,084
<b>Fleet</b>	10,188	941	1,076	1,188	13,393	1,086	14,479
<b>Fulton</b>	8,791	823	695	859	11,168	912	12,080
<b>Garden Valley</b>	4,589	274	214	160	5,237	441	5,678
<b>Glenville</b>	6,173	598	744	931	8,446	708	9,154
<b>Harvard-Lee</b>	7,243	613	708	874	9,438	807	10,245
<b>Hough</b>	4,539	465	364	382	5,750	437	6,187
<b>Jefferson</b>	6,839	680	941	1,007	9,467	996	10,463
<b>Langston Hughes</b>	4,674	564	468	596	6,302	507	6,809
<b>Lorain</b>	8,472	996	927	1,146	11,541	789	12,330
<b>Martin Luther King, Jr.</b>	5,361	445	707	987	7,500	822	8,322
<b>Memorial-Nottingham</b>	11,510	1,029	1,443	1,866	15,848	1,376	17,224
<b>Mt. Pleasant</b>	5,587	665	468	525	7,245	453	7,698
<b>Rice</b>	9,784	768	827	1,048	12,427	802	13,229
<b>Rockport</b>	16,028	1,523	1,797	2,227	21,575	1,937	23,512
<b>South</b>	8,036	602	572	491	9,701	844	10,545
<b>South Brooklyn</b>	13,630	1,015	1,531	1,688	17,864	2,250	20,114
<b>Sterling</b>	4,404	366	492	473	5,735	421	6,156
<b>Union</b>	5,285	487	321	434	6,527	592	7,119
<b>Walz</b>	12,504	1,085	1,345	1,587	16,521	1,468	17,989
<b>West Park</b>	14,739	1,394	2,541	3,227	21,901	2,695	24,596
<b>Woodland</b>	8,372	599	673	666	10,310	843	11,153
<b>TOTAL</b>	231,811	21,354	24,717	29,107	306,989	27,500	334,489

**CLEVELAND PUBLIC LIBRARY  
BRANCH TOTAL CIRCULATION COMPARATIVE FOR JANUARY 2012**

BRANCH	Monthly Total		Year-to-Date		YTD	YTD
	2012	2011	2012	2011	Gain/Loss	%G/L
Addison	16,546	13,761	16,546	13,761	2,785	20.2%
Broadway	3,146	3,678	3,146	3,678	-532	-14.5%
Brooklyn	9,207	10,073	9,207	10,073	-866	-8.6%
Carnegie West	14,489	12,676	14,489	12,676	1,813	14.3%
Collinwood	10,895	10,608	10,895	10,608	287	2.7%
East 131st	6,040	4,832	6,040	4,832	1,208	25.0%
Eastman	19,084	20,127	19,084	20,127	-1,043	-5.2%
Fleet	14,479	13,374	14,479	13,374	1,105	8.3%
Fulton	12,080	12,246	12,080	12,246	-166	-1.4%
Garden Valley	5,678	4,049	5,678	4,049	1,629	40.2%
Glenville	9,154	8,752	9,154	8,752	402	4.6%
Harvard-Lee	10,245	10,254	10,245	10,254	-9	-0.1%
Hough	6,187	6,706	6,187	6,706	-519	-7.7%
Jefferson	10,463	10,108	10,463	10,108	355	3.5%
Langston Hughes	6,809	8,275	6,809	8,275	-1,466	-17.7%
Lorain	12,330	12,095	12,330	12,095	235	1.9%
Martin Luther King, Jr.	8,322	8,364	8,322	8,364	-42	-0.5%
Memorial-Nottingham	17,224	17,513	17,224	17,513	-289	-1.7%
Mt. Pleasant	7,698	5,933	7,698	5,933	1,765	29.7%
Rice	13,229	14,335	13,229	14,335	-1,106	-7.7%
Rockport	23,512	23,005	23,512	23,005	507	2.2%
South	10,545	8,905	10,545	8,905	1,640	18.4%
South Brooklyn	20,114	22,682	20,114	22,682	-2,568	-11.3%
Sterling	6,156	7,188	6,156	7,188	-1,032	-14.4%
Union	7,119	7,199	7,119	7,199	-80	-1.1%
Walz	17,989	17,308	17,989	17,308	681	3.9%
West Park	24,596	26,119	24,596	26,119	-1,523	-5.8%
Woodland	11,153	9,835	11,153	9,835	1,318	13.4%
<b>TOTAL</b>	<b>334,489</b>	<b>330,000</b>	<b>334,489</b>	<b>330,000</b>	<b>4,489</b>	<b>1.4%</b>

**CLEVELAND PUBLIC LIBRARY  
BRANCH ATTENDANCE JANUARY 2012**

BRANCH	Monthly Total		Year-to-Date		YTD	YTD
	2012	2011	2012	2011	Gain/Loss	%G/L
Addison	7,746	5,454	7,746	5,454	2,292	42.0%
Broadway	1,462	1,321	1,462	1,321	141	10.7%
Brooklyn	3,889	3,529	3,889	3,529	360	10.2%
Carnegie West	20,466	20,190	20,466	20,190	276	1.4%
Collinwood	7,118	6,734	7,118	6,734	384	5.7%
East 131st	7,124	6,305	7,124	6,305	819	13.0%
Eastman	11,672	11,724	11,672	11,724	-52	-0.4%
Fleet	9,804	9,478	9,804	9,478	326	3.4%
Fulton	7,844	6,508	7,844	6,508	1,336	20.5%
Garden Valley	4,129	5,117	4,129	5,117	-988	-19.3%
Glenville	7,818	7,194	7,818	7,194	624	8.7%
Harvard-Lee	8,248	8,830	8,248	8,830	-582	-6.6%
Hough	11,612	11,551	11,612	11,551	61	0.5%
Jefferson	7,883	7,599	7,883	7,599	284	3.7%
Langston Hughes	5,966	6,095	5,966	6,095	-129	-2.1%
Lorain	7,746	6,651	7,746	6,651	1,095	16.5%
Martin Luther King, Jr.	5,562	6,208	5,562	6,208	-646	-10.4%
Memorial-Nottingham	7,410	7,705	7,410	7,705	-295	-3.8%
Mt. Pleasant	6,571	6,519	6,571	6,519	52	0.8%
Rice	13,317	14,666	13,317	14,666	-1,349	-9.2%
Rockport	11,233	10,103	11,233	10,103	1,130	11.2%
South	8,524	7,619	8,524	7,619	905	11.9%
South Brooklyn	12,377	14,285	12,377	14,285	-1,908	-13.4%
Sterling	11,907	12,055	11,907	12,055	-148	-1.2%
Union	6,505	10,671	6,505	10,671	-4,166	-39.0%
Walz	10,347	9,271	10,347	9,271	1,076	11.6%
West Park	10,597	10,664	10,597	10,664	-67	-0.6%
Woodland	6,537	7,041	6,537	7,041	-504	-7.2%
<b>TOTAL</b>	<b>241,414</b>	<b>241,087</b>	<b>241,414</b>	<b>241,087</b>	<b>327</b>	<b>0.1%</b>

**CLEVELAND PUBLIC LIBRARY  
BRANCH RANKINGS JANUARY 2012**

Total Circulation		Attendance		Population*		
Branch		Branch		2009	2000	
1 <b>West Park</b>	24,596	1 <b>Carnegie West</b>	20,466	1 <b>South Brooklyn</b>	31,511	34,217
2 <b>Rockport</b>	23,512	2 <b>Rice</b>	13,317	2 <b>Fleet</b>	27,822	34,598
3 <b>South Brooklyn</b>	20,114	3 <b>South Brooklyn</b>	12,377	3 <b>West Park</b>	27,291	29,398
4 <b>Eastman</b>	19,084	4 <b>Sterling</b>	11,907	4 <b>Eastman</b>	23,686	25,873
5 <b>Walz</b>	17,989	5 <b>Eastman</b>	11,672	5 <b>Rice</b>	22,240	25,893
6 <b>Memorial-Nottingham</b>	17,224	6 <b>Hough</b>	11,612	6 <b>Fulton</b>	20,026	22,575
7 <b>Addison</b>	16,546	7 <b>Rockport</b>	11,233	7 <b>Memorial-Nottingham</b>	19,553	22,598
8 <b>Carnegie West</b>	14,489	8 <b>West Park</b>	10,597	8 <b>Rockport</b>	19,404	21,467
9 <b>Fleet</b>	14,479	9 <b>Walz</b>	10,347	9 <b>Harvard-Lee</b>	18,834	21,246
10 <b>Rice</b>	13,229	10 <b>Fleet</b>	9,804	10 <b>Langston Hughes</b>	17,982	21,224
11 <b>Lorain</b>	12,330	11 <b>South</b>	8,524	11 <b>Glenville</b>	17,317	20,302
12 <b>Fulton</b>	12,080	12 <b>Harvard-Lee</b>	8,248	12 <b>Walz</b>	16,558	18,497
13 <b>Woodland</b>	11,153	13 <b>Jefferson</b>	7,883	13 <b>Collinwood</b>	16,270	19,377
14 <b>Collinwood</b>	10,895	14 <b>Fulton</b>	7,844	14 <b>Addison</b>	16,169	19,263
15 <b>South</b>	10,545	15 <b>Glenville</b>	7,818	15 <b>East 131st</b>	15,658	18,001
16 <b>Jefferson</b>	10,463	16 <b>Addison</b>	7,746	16 <b>Martin Luther King, Jr.</b>	15,212	15,483
17 <b>Harvard-Lee</b>	10,245	17 <b>Lorain</b>	7,746	17 <b>Mt. Pleasant</b>	14,724	17,155
18 <b>Brooklyn</b>	9,207	18 <b>Memorial-Nottingham</b>	7,410	18 <b>Lorain</b>	13,233	14,589
19 <b>Glenville</b>	9,154	19 <b>East 131st</b>	7,124	19 <b>Carnegie West</b>	10,549	11,716
20 <b>Martin Luther King, Jr.</b>	8,322	20 <b>Collinwood</b>	7,118	20 <b>Union</b>	10,316	12,603
21 <b>Mt. Pleasant</b>	7,698	21 <b>Mt. Pleasant</b>	6,571	21 <b>Sterling</b>	8,046	8,712
22 <b>Union</b>	7,119	22 <b>Woodland</b>	6,537	22 <b>Woodland</b>	7,492	7,213
23 <b>Langston Hughes</b>	6,809	23 <b>Union</b>	6,505	23 <b>South</b>	7,009	7,729
24 <b>Hough</b>	6,187	24 <b>Langston Hughes</b>	5,966	24 <b>Hough</b>	6,197	7,845
25 <b>Sterling</b>	6,156	25 <b>Martin Luther King, Jr.</b>	5,562	25 <b>Brooklyn</b>	5,419	6,430
26 <b>East 131st</b>	6,040	26 <b>Garden Valley</b>	4,129	26 <b>Jefferson</b>	3,587	3,987
27 <b>Garden Valley</b>	5,678	27 <b>Brooklyn</b>	3,889	27 <b>Garden Valley</b>	2,857	3,220
28 <b>Broadway</b>	3,146	28 <b>Broadway</b>	1,462	28 <b>Broadway</b>	1,687	1,966
	334,489		241,414		416,649	473,177

\*Prepared By: Northern Ohio Data and Information Service – NODIS,  
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**CLEVELAND PUBLIC LIBRARY  
MONTHLY ACTIVITY REPORT FOR JANUARY 2012**

<b>OTHER TRANSACTIONS</b>	<b>Monthly Total</b>		<b>Year-to-Date</b>		<b>YTD</b>
	<b>2012</b>	<b>2011</b>	<b>2012</b>	<b>2011</b>	<b>Gain/Loss</b>
<b>Loans* to:</b>					
<b>CLEVNET</b>	79,294	73,308	79,294	73,308	8.2%
<b>MORE</b>	899	1,049	899	1,049	-14.3%
<b>Other Libraries</b>	399	630	399	630	-36.7%
<b>TOTAL</b>	<b>80,592</b>	<b>74,987</b>	<b>80,592</b>	<b>74,987</b>	<b>7.5%</b>

\*Totals included in Main Library and Branch circulation counts.

<b>ANALYSIS OF MAIN LIBRARY REFERENCE QUESTION LOAD</b>	<b>Monthly Total</b>		<b>Year-to-Date</b>		<b>YTD</b>
	<b>2012</b>	<b>2011</b>	<b>2012</b>	<b>2011</b>	<b>Gain/Loss</b>
<b>Projected</b>	24,800	24,032	24,800	24,032	3.2%
<b>KnowItNow Web Reference*</b>	786	1,471	786	1,471	-46.6%
<b>Interlibrary Loan Requests</b>	3,648	4,272	3,648	4,272	-14.6%
<b>TOTAL</b>	<b>29,234</b>	<b>29,775</b>	<b>29,234</b>	<b>29,775</b>	<b>-1.8%</b>

\*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.

<b>CHANGES IN PERMANENT COLLECTION</b>	<b>Monthly Total</b>		<b>Year-to-Date</b>		<b>YTD</b>
	<b>2012</b>	<b>2011</b>	<b>2012</b>	<b>2011</b>	<b>Gain/Loss</b>
<b>New Titles Added</b>	6,482	7,046	6,482	7,046	-8.0%
<b>Total Items Added</b>	19,697	22,502	19,697	22,502	-12.5%

<b>HOURS OPEN</b>	<b>Monthly Total</b>		<b>Year-to-Date</b>		<b>YTD</b>
	<b>2012</b>	<b>2011</b>	<b>2012</b>	<b>2011</b>	<b>Gain/Loss</b>
<b>Main Library</b>	192	192	192	192	0.0%
<b>Branches</b>	5,666	5,661	5,666	5,661	0.1%

<b>MYTUNES</b>	<b>Jan 2012</b>	<b>Dec 2011</b>	<b>Nov 2011</b>	<b>Oct 2011</b>	<b>Sept 2011</b>
	<b>Songs Downloaded</b>	6,897	5,466	4,277	5,305
<b>Users</b>	1,043	1,007	734	791	829
<b>New Registrations</b>	27	26	13	13	41

**CLEVELAND PUBLIC LIBRARY  
ANALYSIS OF OUTPUT MEASURES JANUARY 2012**

