

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

CIRCULATION ACTIVITY	Monthly Total		Average Hourly		Year-to-Date		YTD
	2012	2011	2012	2011	2012	2011	Gain/Loss
Main Library	153,480	147,976	799	841	314,945	313,335	0.5%
Branches	304,972	290,033	1,514	1,564	639,461	620,033	3.1%
Mobile Units	5,607	5,307			11,370	11,099	2.4%
Library for the Blind	60,172	51,119			121,169	110,339	9.8%
eMedia	10,707	7,696			22,851	16,059	42.3%
TOTAL CIRCULATION	534,938	502,131			1,109,796	1,070,865	3.6%

ELECTRONIC MEDIA CIRCULATION	Monthly Total		Year-to-Date		YTD	
	2012	2011	2012	2011	Gain/Loss	
eBook	7,805	4,665	16,583	9,490	74.7%	
eAudioBook	2,784	2,858	6,019	6,208	-3.0%	
eMusic	67	94	112	168	-33.3%	
eVideo	51	79	137	193	-29.0%	
TOTAL eCIRCULATION	10,707	7,696	22,851	16,059	42.3%	Included in circulation activity.

OHIO BRAILLE & AUDIO READING DOWNLOAD	Monthly Total		Year-to-Date		YTD	
	2012	2011	2012	2011	Gain/Loss	
Downloads	9,071	7,372	18,334	15,366	19.3%	Not included in circulation activity.
Users	535	519	1,078	1,048	2.9%	

COMPUTER USAGE	Number of Computers	Average Session	Number of Sessions		Hours in Use		YTD
			2012	2011	2012	2011	Gain/Loss
Main Library	71	42 minutes	8,935	9,882	6,323	7,270	-13.0%
Branches	352	40 minutes	56,081	55,001	37,085	37,882	-2.1%
TOTAL USAGE	423		65,016	64,883	43,408	45,153	-3.9%

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	41,487	40,467	216	230	85,075	82,574	3.0%
Branches	235,766	214,280	1,170	1,155	477,180	455,367	4.8%
Mobile Unit	645	604			1,363	1,308	4.2%
TOTAL VISITS	277,898	255,351			563,618	539,249	4.5%

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

	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	9,876	978	957	1,247	13,058	931	13,989
Broadway	2,043	152	100	193	2,488	269	2,757
Brooklyn	5,918	691	467	609	7,685	726	8,411
Carnegie West	8,939	949	1,318	1,247	12,453	1,106	13,559
Collinwood	6,604	608	648	1,034	8,894	933	9,827
East 131st	3,915	477	393	576	5,361	420	5,781
Eastman	11,692	1,188	1,224	1,634	15,738	1,871	17,609
Fleet	9,141	684	952	1,013	11,790	1,036	12,826
Fulton	7,650	736	547	841	9,774	953	10,727
Garden Valley	3,684	244	170	230	4,328	431	4,759
Glenville	5,963	667	786	1,055	8,471	679	9,150
Harvard-Lee	6,503	565	586	789	8,443	826	9,269
Hough	4,126	435	278	298	5,137	449	5,586
Jefferson	5,845	647	845	1,042	8,379	999	9,378
Langston Hughes	4,437	612	326	606	5,981	503	6,484
Lorain	7,471	849	796	1,061	10,177	829	11,006
Martin Luther King, Jr.	4,819	466	686	826	6,797	807	7,604
Memorial-Nottingham	11,229	792	1,309	1,881	15,211	1,461	16,672
Mt. Pleasant	4,473	368	319	387	5,547	493	6,040
Rice	7,990	569	574	762	9,895	833	10,728
Rockport	15,112	1,552	1,615	2,091	20,370	1,982	22,352
South	6,805	502	354	461	8,122	718	8,840
South Brooklyn	13,131	1,114	1,515	2,009	17,769	2,146	19,915
Sterling	3,304	461	430	595	4,790	368	5,158
Union	4,516	386	298	453	5,653	648	6,301
Walz	11,044	1,069	1,368	1,489	14,970	1,502	16,472
West Park	14,305	1,396	2,397	3,208	21,306	2,679	23,985
Woodland	7,090	535	575	676	8,876	911	9,787
TOTAL	207,625	19,692	21,833	28,313	277,463	27,509	304,972

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

BRANCH	Monthly Total		Year-to-Date		YTD	YTD
	2012	2011	2012	2011	Gain/Loss	%G/L
Addison	13,989	12,073	30,535	25,834	4,701	18.2%
Broadway	2,757	3,036	5,903	6,714	-811	-12.1%
Brooklyn	8,411	8,772	17,618	18,845	-1,227	-6.5%
Carnegie West	13,559	11,401	28,048	24,077	3,971	16.5%
Collinwood	9,827	8,888	20,722	19,496	1,226	6.3%
East 131st	5,781	4,517	11,821	9,349	2,472	26.4%
Eastman	17,609	17,296	36,693	37,423	-730	-2.0%
Fleet	12,826	11,848	27,305	25,222	2,083	8.3%
Fulton	10,727	10,669	22,807	22,915	-108	-0.5%
Garden Valley	4,759	3,537	10,437	7,586	2,851	37.6%
Glenville	9,150	7,722	18,304	16,474	1,830	11.1%
Harvard-Lee	9,269	9,053	19,514	19,307	207	1.1%
Hough	5,586	5,269	11,773	11,975	-202	-1.7%
Jefferson	9,378	9,513	19,841	19,621	220	1.1%
Langston Hughes	6,484	7,101	13,293	15,376	-2,083	-13.5%
Lorain	11,006	10,862	23,336	22,957	379	1.7%
Martin Luther King, Jr.	7,604	7,736	15,926	16,100	-174	-1.1%
Memorial-Nottingham	16,672	16,695	33,896	34,208	-312	-0.9%
Mt. Pleasant	6,040	5,867	13,738	11,800	1,938	16.4%
Rice	10,728	11,602	23,957	25,937	-1,980	-7.6%
Rockport	22,352	19,767	45,864	42,772	3,092	7.2%
South	8,840	8,088	19,385	16,993	2,392	14.1%
South Brooklyn	19,915	20,496	40,029	43,178	-3,149	-7.3%
Sterling	5,158	5,553	11,314	12,741	-1,427	-11.2%
Union	6,301	5,965	13,420	13,164	256	1.9%
Walz	16,472	15,216	34,461	32,524	1,937	6.0%
West Park	23,985	22,860	48,581	48,979	-398	-0.8%
Woodland	9,787	8,631	20,940	18,466	2,474	13.4%
TOTAL	304,972	290,033	639,461	620,033	19,428	3.1%

**CLEVELAND PUBLIC LIBRARY
BRANCH ATTENDANCE FEBRUARY 2012**

BRANCH	Monthly Total		Year-to-Date		YTD	YTD
	2012	2011	2012	2011	Gain/Loss	%G/L
Addison	7,172	4,824	14,918	10,278	4,640	45.1%
Broadway	1,483	1,158	2,945	2,479	466	18.8%
Brooklyn	4,301	3,618	8,190	7,147	1,043	14.6%
Carnegie West	19,820	17,575	40,286	37,765	2,521	6.7%
Collinwood	7,052	6,035	14,170	12,769	1,401	11.0%
East 131st	6,971	5,288	14,095	11,593	2,502	21.6%
Eastman	11,694	10,758	23,366	22,482	884	3.9%
Fleet	9,643	8,099	19,447	17,577	1,870	10.6%
Fulton	6,722	6,131	14,566	12,639	1,927	15.2%
Garden Valley	4,059	4,280	8,188	9,397	-1,209	-12.9%
Glenville	7,375	6,191	15,193	13,385	1,808	13.5%
Harvard-Lee	8,464	6,897	16,712	15,727	985	6.3%
Hough	11,044	11,319	22,656	22,870	-214	-0.9%
Jefferson	7,843	6,946	15,726	14,545	1,181	8.1%
Langston Hughes	5,667	5,023	11,633	11,118	515	4.6%
Lorain	7,628	5,789	15,374	12,440	2,934	23.6%
Martin Luther King, Jr.	5,235	5,240	10,797	11,448	-651	-5.7%
Memorial-Nottingham	7,323	7,003	14,733	14,708	25	0.2%
Mt. Pleasant	6,035	5,640	12,606	12,159	447	3.7%
Rice*	13,320	12,808	26,637	27,474	-837	-3.0%
Rockport	11,365	9,674	22,598	19,777	2,821	14.3%
South	8,404	7,018	16,928	14,637	2,291	15.7%
South Brooklyn	12,978	13,005	25,355	27,290	-1,935	-7.1%
Sterling	11,159	9,876	23,066	21,931	1,135	5.2%
Union	6,580	10,083	13,085	20,754	-7,669	-37.0%
Walz	9,415	8,182	19,762	17,453	2,309	13.2%
West Park	10,946	9,510	21,543	20,174	1,369	6.8%
Woodland	6,068	6,310	12,605	13,351	-746	-5.6%
TOTAL	235,766	214,280	477,180	455,367	21,813	4.8%

*Possible undercount: problem with electronic counter reported.

**CLEVELAND PUBLIC LIBRARY
BRANCH RANKINGS FEBRUARY 2012**

Total Circulation		Attendance		Population*		
Branch		Branch		2009	2000	
1 West Park	23,985	1 Carnegie West	19,820	1 South Brooklyn	31,511	34,217
2 Rockport	22,352	2 Rice	13,320	2 Fleet	27,822	34,598
3 South Brooklyn	19,915	3 South Brooklyn	12,978	3 West Park	27,291	29,398
4 Eastman	17,609	4 Eastman	11,694	4 Eastman	23,686	25,873
5 Memorial-Nottingham	16,672	5 Rockport	11,365	5 Rice	22,240	25,893
6 Walz	16,472	6 Sterling	11,159	6 Fulton	20,026	22,575
7 Addison	13,989	7 Hough	11,044	7 Memorial-Nottingham	19,553	22,598
8 Carnegie West	13,559	8 West Park	10,946	8 Rockport	19,404	21,467
9 Fleet	12,826	9 Fleet	9,643	9 Harvard-Lee	18,834	21,246
10 Lorain	11,006	10 Walz	9,415	10 Langston Hughes	17,982	21,224
11 Rice	10,728	11 Harvard-Lee	8,464	11 Glenville	17,317	20,302
12 Fulton	10,727	12 South	8,404	12 Walz	16,558	18,497
13 Collinwood	9,827	13 Jefferson	7,843	13 Collinwood	16,270	19,377
14 Woodland	9,787	14 Lorain	7,628	14 Addison	16,169	19,263
15 Jefferson	9,378	15 Glenville	7,375	15 East 131st	15,658	18,001
16 Harvard-Lee	9,269	16 Memorial-Nottingham	7,323	16 Martin Luther King, Jr.	15,212	15,483
17 Glenville	9,150	17 Addison	7,172	17 Mt. Pleasant	14,724	17,155
18 South	8,840	18 Collinwood	7,052	18 Lorain	13,233	14,589
19 Brooklyn	8,411	19 East 131st	6,971	19 Carnegie West	10,549	11,716
20 Martin Luther King, Jr.	7,604	20 Fulton	6,722	20 Union	10,316	12,603
21 Langston Hughes	6,484	21 Union	6,580	21 Sterling	8,046	8,712
22 Union	6,301	22 Woodland	6,068	22 Woodland	7,492	7,213
23 Mt. Pleasant	6,040	23 Mt. Pleasant	6,035	23 South	7,009	7,729
24 East 131st	5,781	24 Langston Hughes	5,667	24 Hough	6,197	7,845
25 Hough	5,586	25 Martin Luther King, Jr.	5,235	25 Brooklyn	5,419	6,430
26 Sterling	5,158	26 Brooklyn	4,301	26 Jefferson	3,587	3,987
27 Garden Valley	4,759	27 Garden Valley	4,059	27 Garden Valley	2,857	3,220
28 Broadway	2,757	28 Broadway	1,483	28 Broadway	1,687	1,966
	304,972		235,766		416,649	473,177

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

OTHER TRANSACTIONS	Monthly Total		Year-to-Date		YTD
	2012	2011	2012	2011	Gain/Loss
Loans* to:					
CLEVNET	76,137	70,559	155,431	143,867	8.0%
MORE	911	967	1,810	2,016	-10.2%
Other Libraries	448	452	847	1,082	-21.7%
TOTAL	77,496	71,978	158,088	146,965	7.6%

*Totals included in Main Library and Branch circulation counts.

ANALYSIS OF MAIN LIBRARY REFERENCE QUESTION LOAD	Monthly Total		Year-to-Date		YTD
	2012	2011	2012	2011	Gain/Loss
Projected	24,544	18,103	49,344	42,135	17.1%
KnowItNow Web Reference*	786	1,021	1,572	2,492	-36.9%
Interlibrary Loan Requests	3,740	3,691	7,388	7,963	-7.2%
TOTAL	29,070	22,815	58,304	52,590	10.9%

*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
	2012	2011	2012	2011	Gain/Loss
New Titles Added	7,588	6,425	14,070	13,471	4.4%
Total Items Added	22,667	25,733	42,364	48,235	-12.2%

HOURS OPEN	Monthly Total		Year-to-Date		YTD
	2012	2011	2012	2011	Gain/Loss
Main Library	192	176	384	368	4.3%
Branches	5,641	5,193	11,307	10,854	4.2%

MYTUNES	Feb 2012	Jan 2012	Dec 2011	Nov 2011	Oct 2011
	Songs Downloaded	6,978	6,897	5,466	4,277
Users	1,080	1,043	1,007	734	791
New Registrations	24	27	26	13	13

February Branch Circulation and Attendance

The rectangles below represent the CPL branches. The area of the rectangle is proportional to the total circulation for that branch. The color of the rectangle represents the attendance at that branch: the brighter the color, the higher the attendance.

Circulation counts range from 2,757 to 23,985. Attendance counts start at 1,483.



This branch had a total circulation count of 13,989 transactions during February and an attendance count of 7,172.

