

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

CIRCULATION ACTIVITY	Monthly Total		Average Hourly		Year-to-Date		YTD
	2012	2011	2012	2011	2012	2011	Gain/Loss
Main Library	164,225	170,856	760	791	479,170	484,191	-1.0%
Branches	329,918	350,184	1,453	1,533	969,379	970,217	-0.1%
Mobile Units	6,215	6,780			17,610	17,854	-1.4%
Library for the Blind	64,049	67,755			185,218	178,094	4.0%
eMedia	10,872	8,252			33,723	24,311	38.7%
TOTAL CIRCULATION	575,279	603,827			1,685,100	1,674,667	0.6%

ELECTRONIC MEDIA CIRCULATION	Monthly Total		Year-to-Date		YTD
	2012	2011	2012	2011	Gain/Loss
eBook	7,921	5,016	24,504	14,506	68.9%
eAudioBook	2,838	3,096	8,857	9,604	-7.8%
eMusic	64	38	176	206	-14.6%
eVideo	49	102	186	295	-36.9%
TOTAL eCIRCULATION	10,872	8,252	33,723	24,611	37.0% Included in circulation activity.

OHIO BRAILLE & AUDIO READING DOWNLOAD	Monthly Total		Year-to-Date		YTD
	2012	2011	2012	2011	Gain/Loss
Downloads	9,685	7,490	28,019	22,856	22.6% Not included in circulation activity.
Users	557	529	1,635	1,577	3.7%

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	11,102	12,280	7,749	8,868	-12.6%
Branches	352	39 minutes	65,841	67,188	43,083	45,130	-4.5%
TOTAL USAGE	423		76,943	79,468	50,832	53,998	-5.9%

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	51,644	53,956	239	250	136,719	136,530	0.1%
Branches	257,505	264,214	1,134	1,157	734,685	719,581	2.1%
Mobile Unit	724	828			2,087	2,136	-2.3%
TOTAL VISITS	309,873	318,998			873,491	858,247	1.8%

REPORT I

**CLEVELAND PUBLIC LIBRARY
BRANCH TOTAL CIRCULATION FOR MARCH 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	9,723	1,032	877	1,245	12,877	893	13,770
Broadway	2,680	234	161	175	3,250	295	3,545
Brooklyn	6,334	673	614	719	8,340	713	9,053
Carnegie West	9,502	1,150	1,358	1,511	13,521	1,163	14,684
Collinwood	7,051	598	656	850	9,155	863	10,018
East 131st	4,218	564	377	597	5,756	398	6,154
Eastman	13,151	1,273	1,508	2,001	17,933	1,894	19,827
Fleet	10,079	718	973	1,093	12,863	1,076	13,939
Fulton	8,606	740	556	983	10,885	852	11,737
Garden Valley	3,702	295	190	273	4,460	395	4,855
Glenville	6,581	605	664	832	8,682	684	9,366
Harvard-Lee	6,847	689	504	873	8,913	795	9,708
Hough	4,365	510	275	375	5,525	440	5,965
Jefferson	6,275	728	957	1,343	9,303	970	10,273
Langston Hughes	4,721	533	388	561	6,203	508	6,711
Lorain	8,721	963	913	1,408	12,005	764	12,769
Martin Luther King, Jr.	5,452	494	868	912	7,726	767	8,493
Memorial-Nottingham	11,519	1,015	1,417	2,020	15,971	1,551	17,522
Mt. Pleasant	5,476	487	440	523	6,926	467	7,393
Rice	8,984	732	679	893	11,288	824	12,112
Rockport	16,945	1,626	1,805	2,463	22,839	2,030	24,869
South	7,410	482	438	609	8,939	703	9,642
South Brooklyn	14,455	1,383	1,661	2,153	19,652	2,239	21,891
Sterling	3,801	529	535	546	5,411	333	5,744
Union	5,063	548	322	434	6,367	623	6,990
Walz	11,962	1,234	1,384	1,651	16,231	1,468	17,699
West Park	14,957	1,736	2,442	3,474	22,609	2,797	25,406
Woodland	7,349	584	519	506	8,958	825	9,783
TOTAL	225,929	22,155	23,481	31,023	302,588	27,330	329,918

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

BRANCH	Monthly Total		Year-to-Date		YTD	YTD
	2012	2011	2012	2011	Gain/Loss	%G/L
Addison	13,770	14,986	44,305	40,820	3,485	8.5%
Broadway	3,545	3,871	9,448	10,585	-1,137	-10.7%
Brooklyn	9,053	10,924	26,671	29,769	-3,098	-10.4%
Carnegie West	14,684	13,936	42,732	38,013	4,719	12.4%
Collinwood	10,018	10,491	30,740	29,987	753	2.5%
East 131st	6,154	6,091	17,975	15,440	2,535	16.4%
Eastman	19,827	20,667	56,520	58,090	-1,570	-2.7%
Fleet	13,939	14,222	41,244	39,444	1,800	4.6%
Fulton	11,737	12,543	34,544	35,458	-914	-2.6%
Garden Valley	4,855	4,324	15,292	11,910	3,382	28.4%
Glenville	9,366	9,640	27,670	26,114	1,556	6.0%
Harvard-Lee	9,708	10,484	29,222	29,791	-569	-1.9%
Hough	5,965	6,305	17,738	18,280	-542	-3.0%
Jefferson	10,273	10,814	30,114	30,435	-321	-1.1%
Langston Hughes	6,711	8,892	20,004	24,268	-4,264	-17.6%
Lorain	12,769	12,574	36,105	35,531	574	1.6%
Martin Luther King, Jr.	8,493	9,265	24,419	25,365	-946	-3.7%
Memorial-Nottingham	17,522	20,542	51,418	54,750	-3,332	-6.1%
Mt. Pleasant	7,393	6,932	21,131	18,732	2,399	12.8%
Rice	12,112	13,427	36,069	39,364	-3,295	-8.4%
Rockport	24,869	25,515	70,733	68,287	2,446	3.6%
South	9,642	9,892	29,027	26,885	2,142	8.0%
South Brooklyn	21,891	24,118	61,920	67,296	-5,376	-8.0%
Sterling	5,744	6,195	17,058	18,936	-1,878	-9.9%
Union	6,990	7,374	20,410	20,538	-128	-0.6%
Walz	17,699	18,735	52,160	51,259	901	1.8%
West Park	25,406	27,492	73,987	76,471	-2,484	-3.2%
Woodland	9,783	9,933	30,723	28,399	2,324	8.2%
TOTAL	329,918	350,184	969,379	970,217	-838	-0.1%

**CLEVELAND PUBLIC LIBRARY
BRANCH ATTENDANCE MARCH 2012**

BRANCH	Monthly Total		Year-to-Date		YTD	YTD
	2012	2011	2012	2011	Gain/Loss	%G/L
Addison	8,147	6,021	23,065	16,299	6,766	41.5%
Broadway	2,322	1,581	5,267	4,060	1,207	29.7%
Brooklyn	4,583	5,052	12,773	12,199	574	4.7%
Carnegie West	18,430	19,761	58,716	57,526	1,190	2.1%
Collinwood	7,334	7,471	21,504	20,240	1,264	6.2%
East 131st	7,816	6,510	21,911	18,103	3,808	21.0%
Eastman	13,184	13,278	36,550	35,760	790	2.2%
Fleet	11,424	10,835	30,871	28,412	2,459	8.7%
Fulton	7,898	7,353	22,464	19,992	2,472	12.4%
Garden Valley	4,888	4,855	13,076	14,252	-1,176	-8.3%
Glenville	8,240	7,658	23,433	21,043	2,390	11.4%
Harvard-Lee	8,831	9,081	25,543	24,808	735	3.0%
Hough	12,485	14,141	35,141	37,011	-1,870	-5.1%
Jefferson	8,983	8,568	24,709	23,113	1,596	6.9%
Langston Hughes	6,289	6,432	17,922	17,550	372	2.1%
Lorain	8,268	7,278	23,642	19,718	3,924	19.9%
Martin Luther King, Jr.	6,231	6,770	17,028	18,218	-1,190	-6.5%
Memorial-Nottingham	8,397	8,691	23,130	23,399	-269	-1.1%
Mt. Pleasant	6,735	6,205	19,341	18,364	977	5.3%
Rice*	11,329	15,695	37,966	43,169	-5,203	-12.1%
Rockport	12,482	12,299	35,080	32,076	3,004	9.4%
South	10,000	9,337	26,928	23,974	2,954	12.3%
South Brooklyn	14,194	17,034	39,549	44,324	-4,775	-10.8%
Sterling	12,568	13,480	35,634	35,411	223	0.6%
Union	7,189	9,226	20,274	29,980	-9,706	-32.4%
Walz	9,817	10,779	29,579	28,232	1,347	4.8%
West Park	12,292	11,607	33,835	31,781	2,054	6.5%
Woodland	7,149	7,216	19,754	20,567	-813	-4.0%
TOTAL	257,505	264,214	734,685	719,581	15,104	2.1%

*Possible undercount: problem with electronic counter reported.

**CLEVELAND PUBLIC LIBRARY
BRANCH RANKINGS MARCH 2012**

Total Circulation		Attendance		Population*		
Branch		Branch		2010	2000	
1 West Park	25,406	1 Carnegie West	18,430	1 South Brooklyn	32,043	34,217
2 Rockport	24,869	2 South Brooklyn	14,194	2 West Park	27,814	29,398
3 South Brooklyn	21,891	3 Eastman	13,184	3 Fleet	25,478	34,598
4 Eastman	19,827	4 Sterling	12,568	4 Eastman	23,674	25,873
5 Walz	17,699	5 Hough	12,485	5 Rockport	19,896	21,467
6 Memorial-Nottingham	17,522	6 Rockport	12,482	6 Fulton	19,647	22,575
7 Carnegie West	14,684	7 West Park	12,292	7 Rice	19,462	25,893
8 Fleet	13,939	8 Fleet	11,424	8 Memorial-Nottingham	19,271	22,598
9 Addison	13,770	9 Rice	11,329	9 Harvard-Lee	17,655	21,246
10 Lorain	12,769	10 South	10,000	10 Walz	16,063	18,497
11 Rice	12,112	11 Walz	9,817	11 Collinwood	14,769	19,377
12 Fulton	11,737	12 Jefferson	8,983	12 Langston Hughes	14,439	21,224
13 Jefferson	10,273	13 Harvard-Lee	8,831	13 Glenville	14,006	20,302
14 Collinwood	10,018	14 Memorial-Nottingham	8,397	14 Addison	13,603	19,263
15 Woodland	9,783	15 Lorain	8,268	15 East 131st	13,025	18,001
16 Harvard-Lee	9,708	16 Glenville	8,240	16 Mt. Pleasant	12,792	17,155
17 South	9,642	17 Addison	8,147	17 Lorain	12,588	14,589
18 Glenville	9,366	18 Fulton	7,898	18 Martin Luther King, Jr.	12,392	15,483
19 Brooklyn	9,053	19 East 131st	7,816	19 Carnegie West	10,487	11,716
20 Martin Luther King, Jr.	8,493	20 Collinwood	7,334	20 Union	8,416	12,603
21 Mt. Pleasant	7,393	21 Union	7,189	21 Sterling	8,267	8,712
22 Union	6,990	22 Woodland	7,149	22 Woodland	7,946	7,213
23 Langston Hughes	6,711	23 Mt. Pleasant	6,735	23 South	6,325	7,729
24 East 131st	6,154	24 Langston Hughes	6,289	24 Hough	5,667	7,845
25 Hough	5,965	25 Martin Luther King, Jr.	6,231	25 Brooklyn	5,524	6,430
26 Sterling	5,744	26 Garden Valley	4,888	26 Jefferson	3,515	3,987
27 Garden Valley	4,855	27 Brooklyn	4,583	27 Garden Valley	2,310	3,220
28 Broadway	3,545	28 Broadway	2,322	28 Broadway	1,249	1,966
	329,918		257,505		388,323	473,177

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

OTHER TRANSACTIONS	Monthly Total		Year-to-Date		YTD
	2012	2011	2012	2011	Gain/Loss
Loans* to:					
CLEVNET	79,815	79,011	235,246	222,878	5.5%
MORE	962	1,048	2,772	3,064	-9.5%
Other Libraries	442	717	1,289	1,799	-28.3%
TOTAL	81,219	80,776	239,307	227,741	5.1%

*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	30,438	28,656	79,782	70,791	12.7%
KnowItNow Web Reference*	889	1,243	2,461	3,735	-34.1%
Interlibrary Loan Requests	3,606	4,316	10,994	12,279	-10.5%
TOTAL	34,933	34,215	93,237	86,805	7.4%

*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	7,506	8,701	21,576	22,172	-2.7%
Total Items Added	31,829	39,240	74,193	87,475	-15.2%

HOURS OPEN	Monthly Total		Year-to-Date		YTD
	2012	2011	2012	2011	Gain/Loss
Main Library	216	216	600	584	2.7%
Branches	6,359	6,394	17,666	17,248	2.4%

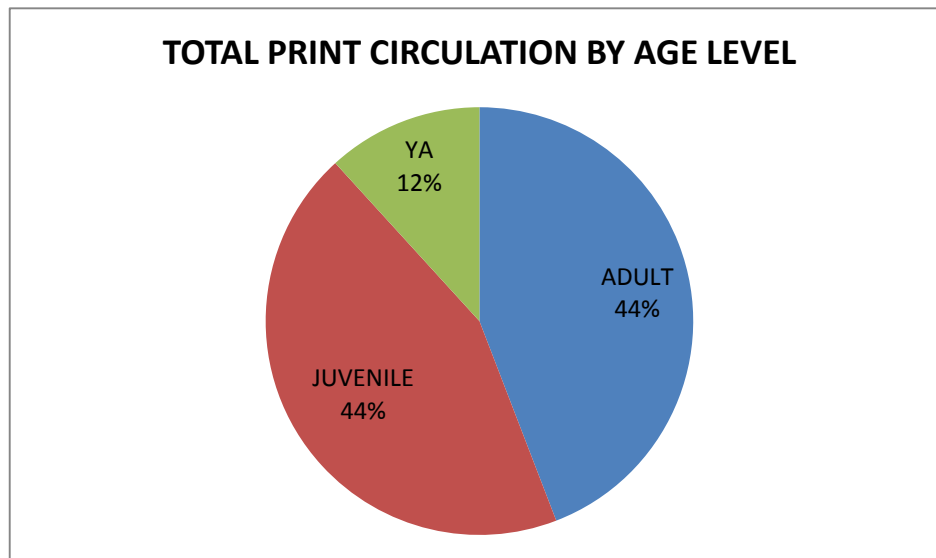
MYTUNES	Mar 2012	Feb 2012	Jan 2012	Dec 2011	Nov 2011
	Songs Downloaded	6,908	6,978	6,897	5,466
Users	1,097	1,080	1,043	1,007	734
New Registrations	21	24	27	26	13

2011 SOUTH BRANCH PRINT CIRCULATION

Planning & Research was asked by Jaime Delet, South Branch Manager, to analyze the 2011 print circulation for South Branch by age level. He asked that print circulation be divided further into fiction and nonfiction categories, based on cataloging information. Print materials includes any items with the Item Category 1 set to Books. This report will inform his decisions about the South Branch discretionary spending for print materials in 2012.

According to the December 2011 Monthly Activity Report, prepared by Planning & Research for the Library Board of Trustees, South's total circulation for 2011 was 118,840. This number reflects items circulated directly from South, sent to other CPL locations, and sent to CLEVNET libraries. Of this number, print materials accounted for approximately 19% (23,018) of the total items circulated during 2011. To put this in perspective, video formats accounted for 59%, audio formats accounted for 12%, and magazines accounted for 9% of total circulation. When controlling for *direct* circulation of print items, meaning that the items were circulated by South branch staff, print circulation accounts for approximately 16% (17,016) of direct circulation in 2011 (108,818).

To further analyze the number of print items circulated, the total number was broken down by age group. During 2011, the total print circulation for adult (10,160) and juvenile (10,146) books was almost identical, with YA books (2,710) making up a smaller percentage of print circulation.



Print circulation was then broken down into fiction and nonfiction for each age group, with interesting results.

- For adult print materials, the circulation of nonfiction items slightly edged out fiction items, with **53%** (5,421) **nonfiction** and **47%** (4,739) **fiction** items making up the total number (10,160).
- For juvenile print materials, the fiction circulation (8,413) far outpaced the nonfiction circulation (1,733) for a breakdown of **85% fiction** and **15% nonfiction**.
- For YA print materials, **fiction was 94%** (2,530) of the total number (2,710). **Nonfiction was 6%** (180) of YA circulation in 2011.

CLEVELAND PUBLIC LIBRARY

2011 BY THE NUMBERS

WHO USES CPL?

SERVING THE
CITY, REGION,
STATE, WORLD

OLBPD

Ohio Library for the Blind and Physically Disabled circulated nearly 700,000 items throughout Ohio's 88 counties.

CLEVNET

CPL provided nearly 1 million items to libraries throughout the 10 counties CLEVNET serves.

CPL CIRCULATED 6,799,839 ITEMS

25%

RISE IN
CIRCULATION
2001-2011

48

LANGUAGES
REPRESENTED IN
CIRCULATION

260%

RISE IN EBOOK
USAGE FROM
2010-2011

CPL SERVED THE COMMUNITY



PEOPLE WALKING
THROUGH THE
DOORS

3.6 MILLION



REFERENCE
QUESTIONS
ANSWERED

991,381



PEOPLE WITH CPL
LIBRARY CARDS

429,422



COMPUTER
SESSIONS

905,164

CLEVELAND PUBLIC LIBRARY

THE PEOPLE'S UNIVERSITY