

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

CIRCULATION ACTIVITY	Monthly Total		Average Hourly		Year-to-Date		YTD
	2012	2011	2012	2011	2012	2011	Gain/Loss
Main Library	157,481	152,417	757	762	789,565	797,401	-1.0%
Branches	325,360	318,875	1,483	1,508	1,619,328	1,620,640	-0.1%
Mobile Units	5,960	7,050			29,588	31,011	-4.6%
Library for the Blind	64,387	52,922			311,464	282,836	10.1%
eMedia	10,971	8,650			55,579	41,372	34.3%
TOTAL CIRCULATION	564,159	539,914			2,805,524	2,773,260	1.2%

ELECTRONIC MEDIA CIRCULATION	Monthly Total		Year-to-Date		YTD
	2012	2011	2012	2011	Gain/Loss
eBook	8,182	5,444	40,911	25,153	62.6%
eAudioBook	2,682	2,937	14,105	15,272	-7.6%
eMusic	55	109	280	382	-26.7%
eVideo	52	160	283	565	-49.9%
TOTAL eCIRCULATION	10,971	8,650	55,579	41,372	34.3% Included in circulation activity.

OHIO BRAILLE & AUDIO READING DOWNLOAD	Monthly Total		Year-to-Date		YTD
	2012	2011	2012	2011	Gain/Loss
Downloads	9,613	9,747	47,500	42,690	11.3% Not included in circulation activity.
Users	515	509	2,685	2,573	4.4%

COMPUTER USAGE	Number of Computers	Average Session	Number of Sessions		Hours in Use		Gain/Loss
			2012	2011	2012	2011	
Main Library	72	41 minutes	10,489	11,154	7,176	7,892	-9.1%
Branches	354	39 minutes	61,607	65,814	39,991	43,516	-8.1%
TOTAL USAGE	426		72,096	76,968	47,167	51,408	-8.2%

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	51,214	48,615	246	243	232,564	235,118	-1.1%
Branches	244,697	249,476	1,115	1,180	1,215,295	1,219,673	-0.4%
Mobile Unit	1,310	1,193			4,140	4,033	2.7%
TOTAL VISITS	297,221	299,284			1,451,999	1,458,824	-0.5%

**CLEVELAND PUBLIC LIBRARY
BRANCH TOTAL CIRCULATION FOR MAY 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	8,426	945	787	1,111	11,269	991	12,260
Broadway	2,363	284	191	334	3,172	324	3,496
Brooklyn	5,566	676	583	767	7,592	809	8,401
Carnegie West	9,422	1,024	1,157	1,572	13,175	1,399	14,574
Collinwood	6,813	801	633	912	9,159	1,046	10,205
East 131st	3,534	389	363	450	4,736	431	5,167
Eastman	12,607	1,252	1,306	1,779	16,944	2,264	19,208
Fleet	10,706	1,072	913	1,255	13,946	1,357	15,303
Fulton	7,507	818	796	1,184	10,305	1,114	11,419
Garden Valley	3,940	349	215	267	4,771	355	5,126
Glenville	5,940	575	685	1,145	8,345	769	9,114
Harvard-Lee	6,230	565	531	914	8,240	772	9,012
Hough	4,483	532	342	378	5,735	446	6,181
Jefferson	5,883	731	859	1,079	8,552	989	9,541
Langston Hughes	5,377	692	517	851	7,437	608	8,045
Lorain	7,697	1,017	824	1,361	10,899	942	11,841
Martin Luther King, Jr.	5,454	476	719	888	7,537	942	8,479
Memorial-Nottingham	10,154	959	1,219	2,006	14,338	1,925	16,263
Mt. Pleasant	4,612	576	437	643	6,268	549	6,817
Rice	9,691	843	778	1,178	12,490	935	13,425
Rockport	14,804	1,598	1,561	2,119	20,082	2,461	22,543
South	6,404	484	549	593	8,030	818	8,848
South Brooklyn	14,374	1,609	1,799	2,297	20,079	2,493	22,572
Sterling	4,878	521	541	651	6,591	478	7,069
Union	5,517	692	412	578	7,199	638	7,837
Walz	10,980	1,066	1,371	1,801	15,218	1,635	16,853
West Park	14,012	1,825	2,660	3,602	22,099	3,244	25,343
Woodland	7,243	775	588	757	9,363	1,055	10,418
TOTAL	214,617	23,146	23,336	32,472	293,571	31,789	325,360

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

BRANCH	Monthly Total		Year-to-Date		YTD	YTD
	2012	2011	2012	2011	Gain/Loss	%G/L
Addison	12,260	14,408	68,247	69,770	-1,523	-2.2%
Broadway	3,496	3,573	16,150	17,898	-1,748	-9.8%
Brooklyn	8,401	8,678	44,008	47,754	-3,746	-7.8%
Carnegie West	14,574	12,529	71,247	63,943	7,304	11.4%
Collinwood	10,205	10,178	50,838	50,135	703	1.4%
East 131st	5,167	5,307	28,375	26,435	1,940	7.3%
Eastman	19,208	18,995	94,918	96,285	-1,367	-1.4%
Fleet	15,303	13,422	71,695	66,462	5,233	7.9%
Fulton	11,419	12,464	58,062	59,928	-1,866	-3.1%
Garden Valley	5,126	3,812	25,506	19,477	6,029	31.0%
Glenville	9,114	8,596	46,234	44,008	2,226	5.1%
Harvard-Lee	9,012	9,001	47,893	48,307	-414	-0.9%
Hough	6,181	6,623	29,702	31,271	-1,569	-5.0%
Jefferson	9,541	9,706	49,640	50,210	-570	-1.1%
Langston Hughes	8,045	8,255	35,326	41,435	-6,109	-14.7%
Lorain	11,841	11,796	59,950	60,068	-118	-0.2%
Martin Luther King, Jr.	8,479	8,894	40,782	42,850	-2,068	-4.8%
Memorial-Nottingham	16,263	17,425	84,527	91,076	-6,549	-7.2%
Mt. Pleasant	6,817	7,117	35,255	32,535	2,720	8.4%
Rice	13,425	12,563	62,608	64,940	-2,332	-3.6%
Rockport	22,543	22,319	116,257	113,586	2,671	2.4%
South	8,848	9,035	46,507	45,584	923	2.0%
South Brooklyn	22,572	21,537	106,357	112,567	-6,210	-5.5%
Sterling	7,069	6,288	30,701	31,613	-912	-2.9%
Union	7,837	6,105	36,051	33,738	2,313	6.9%
Walz	16,853	17,131	86,465	86,705	-240	-0.3%
West Park	25,343	24,344	124,139	126,202	-2,063	-1.6%
Woodland	10,418	8,774	51,888	45,858	6,030	13.1%
TOTAL	325,360	318,875	1,619,328	1,620,640	-1,312	-0.1%

**CLEVELAND PUBLIC LIBRARY
BRANCH ATTENDANCE MAY 2012**

BRANCH	Monthly Total		Year-to-Date		YTD Gain/Loss	YTD %G/L
	2012	2011	2012	2011		
Addison	6,877	6,080	36,900	28,204	8,696	30.8%
Broadway	1,605	1,455	8,563	6,989	1,574	22.5%
Brooklyn	4,546	4,553	21,730	21,214	516	2.4%
Carnegie West	16,578	17,846	92,206	94,713	-2,507	-2.6%
Collinwood	7,167	6,548	35,646	33,559	2,087	6.2%
East 131st	6,905	6,210	35,557	30,239	5,318	17.6%
Eastman	11,707	11,285	59,850	59,002	848	1.4%
Fleet	11,115	10,665	53,097	49,527	3,570	7.2%
Fulton	7,557	7,450	37,616	34,959	2,657	7.6%
Garden Valley	4,820	5,191	22,748	23,962	-1,214	-5.1%
Glenville	8,072	7,356	39,433	35,767	3,666	10.2%
Harvard-Lee	8,330	8,339	41,914	41,363	551	1.3%
Hough	12,259	13,430	59,460	64,479	-5,019	-7.8%
Jefferson	9,548	8,185	42,665	39,316	3,349	8.5%
Langston Hughes	6,589	6,255	30,936	29,976	960	3.2%
Lorain	7,699	7,111	38,869	34,408	4,461	13.0%
Martin Luther King, Jr.	6,340	6,398	28,791	30,533	-1,742	-5.7%
Memorial-Nottingham	8,335	7,962	39,279	39,678	-399	-1.0%
Mt. Pleasant	5,650	6,310	30,425	30,844	-419	-1.4%
Rice*	12,095	14,709	61,582	71,780	-10,198	-14.2%
Rockport	10,456	10,478	56,318	53,343	2,975	5.6%
South	9,348	9,512	44,073	43,741	332	0.8%
South Brooklyn	13,712	14,743	66,393	73,836	-7,443	-10.1%
Sterling	12,299	14,359	58,475	63,309	-4,834	-7.6%
Union	7,444	9,230	34,341	48,081	-13,740	-28.6%
Walz	8,866	9,998	47,223	48,160	-937	-1.9%
West Park	11,318	10,434	56,220	53,134	3,086	5.8%
Woodland	7,460	7,384	34,985	35,557	-572	-1.6%
TOTAL	244,697	249,476	1,215,295	1,219,673	-4,378	-0.4%

*Possible undercount: problem with electronic counter reported.

**CLEVELAND PUBLIC LIBRARY
BRANCH RANKINGS MAY 2012**

Branch	Total Circulation
1 West Park	25,343
2 South Brooklyn	22,572
3 Rockport	22,543
4 Eastman	19,208
5 Walz	16,853
6 Memorial-Nottingham	16,263
7 Fleet	15,303
8 Carnegie West	14,574
9 Rice	13,425
10 Addison	12,260
11 Lorain	11,841
12 Fulton	11,419
13 Woodland	10,418
14 Collinwood	10,205
15 Jefferson	9,541
16 Glenville	9,114
17 Harvard-Lee	9,012
18 South	8,848
19 Martin Luther King, Jr.	8,479
20 Brooklyn	8,401
21 Langston Hughes	8,045
22 Union	7,837
23 Sterling	7,069
24 Mt. Pleasant	6,817
25 Hough	6,181
26 East 131st	5,167
27 Garden Valley	5,126
28 Broadway	3,496
	325,360

Branch	Attendance
1 Carnegie West	16,578
2 South Brooklyn	13,712
3 Sterling	12,299
4 Hough	12,259
5 Rice	12,095
6 Eastman	11,707
7 West Park	11,318
8 Fleet	11,115
9 Rockport	10,456
10 Jefferson	9,548
11 South	9,348
12 Walz	8,866
13 Memorial-Nottingham	8,335
14 Harvard-Lee	8,330
15 Glenville	8,072
16 Lorain	7,699
17 Fulton	7,557
18 Woodland	7,460
19 Union	7,444
20 Collinwood	7,167
21 East 131st	6,905
22 Addison	6,877
23 Langston Hughes	6,589
24 Martin Luther King, Jr.	6,340
25 Mt. Pleasant	5,650
26 Garden Valley	4,820
27 Brooklyn	4,546
28 Broadway	1,605
	244,697

Branch	Population*	
	2010	2000
1 South Brooklyn	32,043	34,217
2 West Park	27,814	29,398
3 Fleet	25,478	34,598
4 Eastman	23,674	25,873
5 Rockport	19,896	21,467
6 Fulton	19,647	22,575
7 Rice	19,462	25,893
8 Memorial-Nottingham	19,271	22,598
9 Harvard-Lee	17,655	21,246
10 Walz	16,063	18,497
11 Collinwood	14,769	19,377
12 Langston Hughes	14,439	21,224
13 Glenville	14,006	20,302
14 Addison	13,603	19,263
15 East 131st	13,025	18,001
16 Mt. Pleasant	12,792	17,155
17 Lorain	12,588	14,589
18 Martin Luther King, Jr.	12,392	15,483
19 Carnegie West	10,487	11,716
20 Union	8,416	12,603
21 Sterling	8,267	8,712
22 Woodland	7,946	7,213
23 South	6,325	7,729
24 Hough	5,667	7,845
25 Brooklyn	5,524	6,430
26 Jefferson	3,515	3,987
27 Garden Valley	2,310	3,220
28 Broadway	1,249	1,966
	388,323	473,177

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

OTHER TRANSACTIONS		Monthly Total		Year-to-Date		YTD
		2012	2011	2012	2011	Gain/Loss
Loans* to:						
	CLEVNET	85,821	76,381	409,128	374,412	9.3%
	MORE	777	825	4,438	4,747	-6.5%
	Other Libraries	450	564	2,101	2,864	-26.6%
TOTAL		87,048	77,770	415,667	382,023	8.8%

*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		26,451	24,119	127,630	122,280	4.4%
KnowItNow Web Reference*		1,280	426	6,067	5,256	15.4%
Interlibrary Loan Requests		4,106	3,494	18,346	19,443	-5.6%
TOTAL		31,837	28,039	152,043	146,979	3.4%

*Questions taken by CPL staff only. An adoption of the KIN method for counting reference questions resulted in an adjustment to the YTD figure for 2012

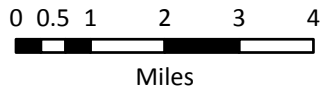
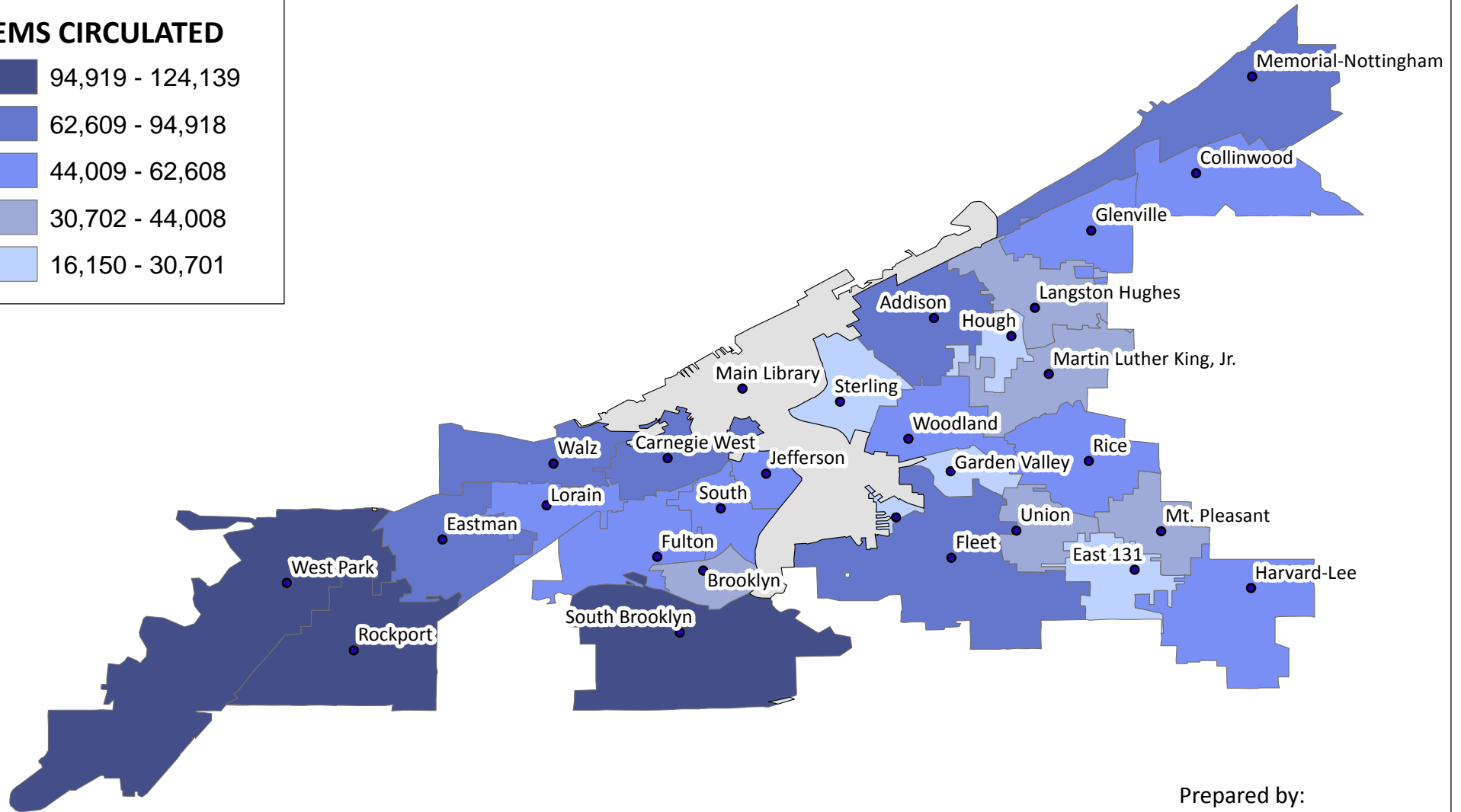
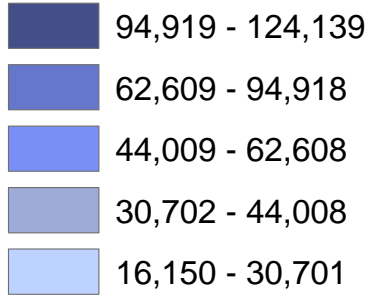
CHANGES IN PERMANENT COLLECTION		Monthly Total		Year-to-Date		YTD
		2012	2011	2012	2011	Gain/Loss
New Titles Added		6,842	7,060	36,625	37,268	-1.7%
Total Items Added		31,884	31,113	131,349	150,189	-12.5%

HOURS OPEN		Monthly Total		Year-to-Date		YTD
		2012	2011	2012	2011	Gain/Loss
Main Library		208	200	1,006	992	1.4%
Branches		6,143	5,919	29,727	29,275	1.5%

MYTUNES		May 2012	Apr 2012	Mar 2012	Feb 2012	Jan 2012
		Songs Downloaded		6,468	7,010	6,908
Users		982	1,087	1,097	1,080	1,043
New Registrations		17	14	21	24	27

TOTAL BRANCH CIRCULATION, MAY 2012

ITEMS CIRCULATED



Prepared by:
Knowledge Office
Cleveland Public Library

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