

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

CIRCULATION ACTIVITY	Monthly Total		Average Hourly		Year-to-Date		YTD
	2012	2011	2012	2011	2012	2011	Gain/Loss
Main Library	159,323	159,152	797	796	1,101,673	1,109,997	-0.7%
Branches	344,686	338,329	1,625	1,620	2,291,575	2,288,834	0.1%
Mobile Units	4,730	4,875			36,717	39,769	-7.7%
Library for the Blind	61,581	53,125			432,703	395,561	9.4%
eMedia	12,238	8,389			79,756	58,016	37.5%
TOTAL CIRCULATION	582,558	563,870			3,942,424	3,892,177	1.3%

ELECTRONIC MEDIA CIRCULATION	Monthly Total		Year-to-Date		YTD
	2012	2011	2012	2011	Gain/Loss
eBook	9,111	5,524	59,037	36,082	63.6%
eAudioBook	3,025	2,728	19,939	20,659	-3.5%
eMusic	59	47	407	512	-20.5%
eVideo	43	90	373	763	-51.1%
TOTAL eCIRCULATION	12,238	8,389	79,756	58,016	37.5% Included in circulation activity.

OHIO BRAILLE & AUDIO READING DOWNLOAD	Monthly Total		Year-to-Date		YTD
	2012	2011	2012	2011	Gain/Loss
Downloads	10,223	8,844	67,229	60,583	11.0% Not included in circulation activity.
Users	563	537	3,773	3,630	3.9%

COMPUTER USAGE	Number of Computers	Average Session	Number of Sessions		Hours in Use		Gain/Loss
			2012	2011	2012	2011	
Main Library	93	42 minutes	12,118	9,535	8,728	6,749	29.3%
Branches	351	40 minutes	70,593	57,403	46,638	38,942	19.8%
TOTAL USAGE	444		82,711	66,938	55,366	45,690	21.2%

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	47,833	47,456	239	237	324,418	328,606	-1.3%
Branches	254,895	265,842	1,201	1,273	1,712,218	1,746,480	-2.0%
Mobile Unit	1,084	738			5,633	5,557	1.4%
TOTAL VISITS	303,812	314,036			2,042,269	2,080,643	-1.8%

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

BRANCH	a Branch Circulation	b Sent from Other Branches	c Sent from Main	d Sent from Other CLEVNET Systems	e Total Direct Circulation (a+b+c+d)	f Sent to Other CLEVNET Systems	g Total Circulation (e+f)
Addison	8,740	739	590	906	10,975	1,167	12,142
Broadway	2,482	237	119	226	3,064	287	3,351
Brooklyn	6,871	597	492	718	8,678	825	9,503
Carnegie West	10,610	972	1,159	1,367	14,108	1,683	15,791
Collinwood	7,452	835	744	1,091	10,122	1,200	11,322
East 131st	4,000	389	333	522	5,244	503	5,747
Eastman	12,754	1,029	1,013	1,501	16,297	2,707	19,004
Fleet	12,169	959	949	1,345	15,422	1,633	17,055
Fulton	8,054	657	466	856	10,033	1,331	11,364
Garden Valley	4,087	278	155	174	4,694	410	5,104
Glenville	6,011	623	604	883	8,121	854	8,975
Harvard-Lee	7,011	818	611	1,070	9,510	1,058	10,568
Hough	4,962	396	255	434	6,047	561	6,608
Jefferson	6,501	684	760	1,019	8,964	1,038	10,002
Langston Hughes	5,616	502	499	645	7,262	757	8,019
Lorain	9,364	735	670	1,196	11,965	1,188	13,153
Martin Luther King, Jr.	5,778	465	824	918	7,985	1,128	9,113
Memorial-Nottingham	12,275	976	1,348	2,053	16,652	2,083	18,735
Mt. Pleasant	5,620	554	428	598	7,200	641	7,841
Rice	10,678	751	639	1,119	13,187	1,316	14,503
Rockport	16,649	1,458	1,407	1,864	21,378	2,721	24,099
South	6,322	714	470	737	8,243	888	9,131
South Brooklyn	15,164	1,452	1,494	2,008	20,118	2,990	23,108
Sterling	5,721	501	556	637	7,415	596	8,011
Union	6,243	603	346	587	7,779	687	8,466
Walz	11,220	1,184	1,159	1,546	15,109	1,792	16,901
West Park	14,358	1,720	2,403	3,511	21,992	3,397	25,389
Woodland	8,882	673	400	792	10,747	934	11,681
TOTAL	235,594	21,501	20,893	30,323	308,311	36,375	344,686

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

BRANCH	Monthly Total		Year-to-Date		YTD Gain/Loss	YTD %G/L
	2012	2011	2012	2011		
Addison	12,142	15,046	92,417	99,796	-7,379	-7.4%
Broadway	3,351	3,455	22,881	24,639	-1,758	-7.1%
Brooklyn	9,503	8,667	62,494	65,394	-2,900	-4.4%
Carnegie West	15,791	13,697	101,576	91,163	10,413	11.4%
Collinwood	11,322	10,647	72,436	70,901	1,535	2.2%
East 131st	5,747	6,238	39,380	38,104	1,276	3.3%
Eastman	19,004	18,917	132,789	134,761	-1,972	-1.5%
Fleet	17,055	13,599	105,162	94,050	11,112	11.8%
Fulton	11,364	12,785	80,383	84,747	-4,364	-5.1%
Garden Valley	5,104	4,853	35,945	28,323	7,622	26.9%
Glenville	8,975	8,831	64,455	61,356	3,099	5.1%
Harvard-Lee	10,568	10,212	68,024	68,333	-309	-0.5%
Hough	6,608	7,261	42,701	45,680	-2,979	-6.5%
Jefferson	10,002	10,088	69,282	69,795	-513	-0.7%
Langston Hughes	8,019	8,266	51,691	57,856	-6,165	-10.7%
Lorain	13,153	12,753	84,884	84,832	52	0.1%
Martin Luther King, Jr.	9,113	9,642	58,610	62,078	-3,468	-5.6%
Memorial-Nottingham	18,735	16,802	120,121	125,052	-4,931	-3.9%
Mt. Pleasant	7,841	8,090	50,223	48,199	2,024	4.2%
Rice	14,503	13,229	90,966	91,148	-182	-0.2%
Rockport	24,099	24,461	163,104	162,530	574	0.4%
South	9,131	9,387	64,043	63,769	274	0.4%
South Brooklyn	23,108	22,736	152,325	158,043	-5,718	-3.6%
Sterling	8,011	5,520	45,346	43,110	2,236	5.2%
Union	8,466	7,304	52,139	47,584	4,555	9.6%
Walz	16,901	18,362	120,003	122,856	-2,853	-2.3%
West Park	25,389	26,682	174,587	178,241	-3,654	-2.1%
Woodland	11,681	10,799	73,608	66,494	7,114	10.7%
TOTAL	344,686	338,329	2,291,575	2,288,834	2,741	0.1%

**CLEVELAND PUBLIC LIBRARY
BRANCH ATTENDANCE JULY 2012**

BRANCH	Monthly Total		Year-to-Date		YTD Gain/Loss	YTD %G/L
	2012	2011	2012	2011		
Addison	7,484	6,238	51,163	40,720	10,443	25.6%
Broadway	1,938	1,860	11,255	10,620	635	6.0%
Brooklyn	5,612	5,565	32,250	32,174	76	0.2%
Carnegie West	16,774	17,594	125,391	129,975	-4,584	-3.5%
Collinwood	6,471	7,291	48,360	48,433	-73	-0.2%
East 131st	7,399	6,675	49,384	43,618	5,766	13.2%
Eastman	12,543	12,271	83,964	83,135	829	1.0%
Fleet	12,798	11,967	76,931	72,985	3,946	5.4%
Fulton	9,222	9,298	55,092	52,566	2,526	4.8%
Garden Valley	5,423	5,127	33,049	34,987	-1,938	-5.5%
Glenville	8,566	8,182	55,879	52,362	3,517	6.7%
Harvard-Lee	8,252	8,650	58,125	59,183	-1,058	-1.8%
Hough	14,229	19,326	87,676	100,282	-12,606	-12.6%
Jefferson	8,407	8,446	59,409	56,431	2,978	5.3%
Langston Hughes	6,852	6,704	44,372	43,259	1,113	2.6%
Lorain	9,159	8,442	56,645	50,961	5,684	11.2%
Martin Luther King, Jr.	4,798	5,459	39,071	41,681	-2,610	-6.3%
Memorial-Nottingham	8,967	8,976	57,613	58,429	-816	-1.4%
Mt. Pleasant	6,308	7,909	42,401	46,191	-3,790	-8.2%
Rice	12,124	11,676	87,014	96,323	-9,309	-9.7%
Rockport	10,239	13,576	76,398	78,031	-1,633	-2.1%
South	7,721	7,884	60,055	59,433	622	1.0%
South Brooklyn	12,987	13,386	91,926	100,309	-8,383	-8.4%
Sterling	14,963	15,217	87,230	93,491	-6,261	-6.7%
Union	7,299	7,403	48,249	63,549	-15,300	-24.1%
Walz	9,340	11,364	65,533	70,322	-4,789	-6.8%
West Park	10,172	10,237	75,993	73,630	2,363	3.2%
Woodland	8,848	9,119	51,790	53,400	-1,610	-3.0%
TOTAL	254,895	265,842	1,712,218	1,746,480	-34,262	-2.0%

**CLEVELAND PUBLIC LIBRARY
BRANCH RANKINGS JULY 2012**

Branch	Total Circulation
1 West Park	25,389
2 Rockport	24,099
3 South Brooklyn	23,108
4 Eastman	19,004
5 Memorial-Nottingham	18,735
6 Fleet	17,055
7 Walz	16,901
8 Carnegie West	15,791
9 Rice	14,503
10 Lorain	13,153
11 Addison	12,142
12 Woodland	11,681
13 Fulton	11,364
14 Collinwood	11,322
15 Harvard-Lee	10,568
16 Jefferson	10,002
17 Brooklyn	9,503
18 South	9,131
19 Martin Luther King, Jr.	9,113
20 Glenville	8,975
21 Union	8,466
22 Langston Hughes	8,019
23 Sterling	8,011
24 Mt. Pleasant	7,841
25 Hough	6,608
26 East 131st	5,747
27 Garden Valley	5,104
28 Broadway	3,351
	344,686

Branch	Attendance
1 Carnegie West	16,774
2 Sterling	14,963
3 Hough	14,229
4 South Brooklyn	12,987
5 Fleet	12,798
6 Eastman	12,543
7 Rice	12,124
8 Rockport	10,239
9 West Park	10,172
10 Walz	9,340
11 Fulton	9,222
12 Lorain	9,159
13 Memorial-Nottingham	8,967
14 Woodland	8,848
15 Glenville	8,566
16 Jefferson	8,407
17 Harvard-Lee	8,252
18 South	7,721
19 Addison	7,484
20 East 131st	7,399
21 Union	7,299
22 Langston Hughes	6,852
23 Collinwood	6,471
24 Mt. Pleasant	6,308
25 Brooklyn	5,612
26 Garden Valley	5,423
27 Martin Luther King, Jr.	4,798
28 Broadway	1,938
	254,895

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 JULY 2012**

OTHER TRANSACTIONS	Monthly Total		Year-to-Date		YTD
	2012	2011	2012	2011	Gain/Loss
Loans* to:					
CLEVNET	89,708	82,064	576,045	535,828	7.5%
MORE	957	606	6,215	6,303	-1.4%
Other Libraries	623	481	3,224	3,819	-15.6%
TOTAL	91,288	83,151	585,484	545,950	7.2%

*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	19,255	25,447	172,118	173,755	-0.9%
KnowItNow Web Reference*	255	235	3,584	5,801	-38.2%
Interlibrary Loan Requests	4,688	2,830	27,339	25,756	6.1%
TOTAL	24,198	28,512	203,041	205,312	-1.1%

*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	8,210	6,914	54,599	52,128	4.7%
Total Items Added	26,292	25,488	185,137	206,042	-10.1%

HOURS OPEN	Monthly Total		Year-to-Date		YTD
	2012	2011	2012	2011	Gain/Loss
Main Library	200	200	1,406	1,392	1.0%
Branches	5,941	5,849	41,552	41,043	1.2%

MYTUNES	July 2012	June 2012	May 2012	Apr 2012	Mar 2012
	Songs Downloaded	6,896	6,373	6,468	7,010
Users	1,028	991	982	1,087	1,097
New Registrations	15	13	17	14	21