

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

| CIRCULATION ACTIVITY | Monthly Total | | Average Hourly | | Year-to-Date | | YTD |
|--------------------------|----------------|----------------|----------------|-------|------------------|------------------|-------------|
| | 2012 | 2011 | 2012 | 2011 | 2012 | 2011 | Gain/Loss |
| Main Library | 162,968 | 168,181 | 754 | 779 | 1,264,641 | 1,278,178 | -1.1% |
| Branches | 361,201 | 361,217 | 1,588 | 1,582 | 2,652,596 | 2,650,051 | 0.1% |
| Mobile Units | 4,832 | 5,764 | | | 41,549 | 45,533 | -8.7% |
| Library for the Blind | 70,621 | 58,035 | | | 503,354 | 453,596 | 11.0% |
| eMedia | 12,494 | 8,587 | | | 92,250 | 66,603 | 38.5% |
| TOTAL CIRCULATION | 612,116 | 601,784 | | | 4,554,390 | 4,493,961 | 1.3% |

| ELECTRONIC MEDIA CIRCULATION | Monthly Total | | Year-to-Date | | YTD | |
|---------------------------------|---------------|--------------|---------------|---------------|--------------|-----------------------------------|
| | 2012 | 2011 | 2012 | 2011 | Gain/Loss | |
| eBook | 9,351 | 5,727 | 68,388 | 41,809 | 63.6% | |
| eAudioBook | 3,012 | 2,739 | 22,951 | 23,398 | -1.9% | |
| eMusic | 68 | 51 | 475 | 563 | -15.6% | |
| eVideo | 63 | 70 | 436 | 833 | -47.7% | |
| TOTAL eCIRCULATION | 12,494 | 8,587 | 92,250 | 66,603 | 38.5% | Included in circulation activity. |

| OHIO BRAILLE & AUDIO READING DOWNLOAD | Monthly Total | | Year-to-Date | | YTD | |
|--|---------------|-------|--------------|--------|-----------|---------------------------------------|
| | 2012 | 2011 | 2012 | 2011 | Gain/Loss | |
| Downloads | 9,632 | 8,288 | 76,861 | 68,871 | 11.6% | Not included in circulation activity. |
| Users | 544 | 519 | 4,317 | 4,149 | 4.0% | |

| COMPUTER USAGE | Number of | Average | Number of Sessions | | Hours in Use | | Gain/Loss |
|--------------------|------------|------------|--------------------|---------------|---------------|---------------|--------------|
| | Computers | Session | 2012 | 2011 | 2012 | 2011 | |
| Main Library | 90 | 43 minutes | 14,421 | 11,221 | 10,497 | 8,037 | 30.6% |
| Branches | 356 | 39 minutes | 76,611 | 63,607 | 50,412 | 42,944 | 17.4% |
| CMHA Applications* | 120 | 24 minutes | 0 | 3,577 | 0 | 1,405 | |
| TOTAL USAGE | 446 | | 91,032 | 78,405 | 60,909 | 52,386 | 16.3% |

Sessions less than 5 minutes excluded. Hours in use does not include grace periods computers are held for patrons.
CMHA Application lottery took place in August, 2011. The Library's computers were a resource for many applicants.

| WALK-IN COUNT | Monthly Total | | Average Hourly | | Year-to-Date | | YTD |
|---------------------|----------------|----------------|----------------|-------|------------------|------------------|--------------|
| | 2012 | 2011 | 2012 | 2011 | 2012 | 2011 | Gain/Loss |
| Main Library | 51,942 | 54,079 | 240 | 250 | 376,360 | 382,685 | -1.7% |
| Branches | 267,414 | 301,913 | 1,176 | 1,323 | 1,979,632 | 2,048,393 | -3.4% |
| Mobile Unit | 937 | 988 | | | 6,161 | 6,545 | -5.9% |
| TOTAL VISITS | 320,293 | 356,980 | | | 2,362,153 | 2,437,623 | -3.1% |

**CLEVELAND PUBLIC LIBRARY
BRANCH TOTAL CIRCULATION FOR AUGUST 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 | 9,513 | 867 | 579 | 921 | 11,880 | 1,153 | 13,033 |
| Broadway | 2,526 | 257 | 206 | 317 | 3,306 | 297 | 3,603 |
| Brooklyn | 7,569 | 779 | 484 | 714 | 9,546 | 968 | 10,514 |
| Carnegie West | 10,406 | 969 | 1,180 | 1,212 | 13,767 | 1,461 | 15,228 |
| Collinwood | 7,439 | 780 | 645 | 1,006 | 9,870 | 1,102 | 10,972 |
| East 131st | 3,963 | 505 | 376 | 542 | 5,386 | 536 | 5,922 |
| Eastman | 13,570 | 1,059 | 1,133 | 1,654 | 17,416 | 2,686 | 20,102 |
| Fleet | 11,950 | 1,119 | 1,030 | 1,788 | 15,887 | 1,645 | 17,532 |
| Fulton | 9,302 | 725 | 531 | 1,026 | 11,584 | 1,363 | 12,947 |
| Garden Valley | 4,388 | 373 | 210 | 244 | 5,215 | 477 | 5,692 |
| Glenville | 6,920 | 644 | 649 | 946 | 9,159 | 823 | 9,982 |
| Harvard-Lee | 7,450 | 731 | 636 | 981 | 9,798 | 1,176 | 10,974 |
| Hough | 5,084 | 434 | 301 | 411 | 6,230 | 578 | 6,808 |
| Jefferson | 6,134 | 662 | 899 | 1,124 | 8,819 | 1,089 | 9,908 |
| Langston Hughes | 5,540 | 590 | 493 | 721 | 7,344 | 859 | 8,203 |
| Lorain | 9,274 | 963 | 787 | 1,275 | 12,299 | 1,202 | 13,501 |
| Martin Luther King, Jr. | 5,964 | 448 | 980 | 857 | 8,249 | 1,155 | 9,404 |
| Memorial-Nottingham | 11,967 | 852 | 1,342 | 2,067 | 16,228 | 2,013 | 18,241 |
| Mt. Pleasant | 5,589 | 552 | 418 | 613 | 7,172 | 658 | 7,830 |
| Rice | 12,212 | 772 | 734 | 1,130 | 14,848 | 1,440 | 16,288 |
| Rockport | 17,642 | 1,450 | 1,383 | 2,037 | 22,512 | 2,735 | 25,247 |
| South | 6,440 | 743 | 571 | 591 | 8,345 | 898 | 9,243 |
| South Brooklyn | 15,933 | 1,554 | 1,700 | 2,581 | 21,768 | 3,083 | 24,851 |
| Sterling | 6,275 | 641 | 572 | 722 | 8,210 | 665 | 8,875 |
| Union | 7,275 | 745 | 404 | 783 | 9,207 | 744 | 9,951 |
| Walz | 12,264 | 1,232 | 1,244 | 1,719 | 16,459 | 1,872 | 18,331 |
| West Park | 14,877 | 1,588 | 2,673 | 3,609 | 22,747 | 3,274 | 26,021 |
| Woodland | 8,928 | 626 | 392 | 769 | 10,715 | 1,103 | 11,818 |
| TOTAL | 246,394 | 22,660 | 22,552 | 32,360 | 323,966 | 37,055 | 361,021 |

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

| BRANCH | Monthly Total | | Year-to-Date | | YTD | YTD |
|-------------------------|----------------|----------------|------------------|------------------|--------------|-------------|
| | 2012 | 2011 | 2012 | 2011 | Gain/Loss | %G/L |
| Addison | 13,033 | 16,731 | 105,450 | 116,527 | -11,077 | -9.5% |
| Broadway | 3,603 | 3,381 | 26,484 | 28,020 | -1,536 | -5.5% |
| Brooklyn | 10,514 | 9,063 | 73,008 | 74,457 | -1,449 | -1.9% |
| Carnegie West | 15,228 | 14,452 | 116,804 | 105,615 | 11,189 | 10.6% |
| Collinwood | 10,972 | 11,569 | 83,408 | 82,470 | 938 | 1.1% |
| East 131st | 5,922 | 7,783 | 45,302 | 45,887 | -585 | -1.3% |
| Eastman | 20,102 | 20,431 | 152,891 | 155,192 | -2,301 | -1.5% |
| Fleet | 17,532 | 14,445 | 122,694 | 108,495 | 14,199 | 13.1% |
| Fulton | 12,947 | 13,085 | 93,330 | 97,832 | -4,502 | -4.6% |
| Garden Valley | 5,692 | 5,640 | 41,637 | 33,963 | 7,674 | 22.6% |
| Glenville | 9,982 | 8,765 | 74,437 | 70,121 | 4,316 | 6.2% |
| Harvard-Lee | 10,974 | 10,789 | 78,998 | 79,122 | -124 | -0.2% |
| Hough | 6,808 | 7,311 | 49,509 | 52,991 | -3,482 | -6.6% |
| Jefferson | 9,908 | 10,952 | 79,190 | 80,747 | -1,557 | -1.9% |
| Langston Hughes | 8,203 | 8,485 | 59,894 | 66,341 | -6,447 | -9.7% |
| Lorain | 13,501 | 14,157 | 98,385 | 98,989 | -604 | -0.6% |
| Martin Luther King, Jr. | 9,404 | 10,106 | 68,014 | 72,184 | -4,170 | -5.8% |
| Memorial-Nottingham | 18,241 | 17,351 | 138,362 | 142,403 | -4,041 | -2.8% |
| Mt. Pleasant | 7,830 | 8,820 | 58,053 | 57,019 | 1,034 | 1.8% |
| Rice | 16,288 | 15,132 | 107,254 | 106,280 | 974 | 0.9% |
| Rockport | 25,247 | 25,792 | 188,351 | 188,322 | 29 | 0.0% |
| South | 9,243 | 10,743 | 73,286 | 74,512 | -1,226 | -1.6% |
| South Brooklyn | 24,851 | 23,395 | 177,176 | 181,438 | -4,262 | -2.3% |
| Sterling | 8,875 | 7,418 | 54,221 | 50,528 | 3,693 | 7.3% |
| Union | 9,951 | 7,512 | 62,090 | 55,096 | 6,994 | 12.7% |
| Walz | 18,331 | 19,326 | 138,334 | 142,182 | -3,848 | -2.7% |
| West Park | 26,021 | 26,530 | 200,608 | 204,771 | -4,163 | -2.0% |
| Woodland | 11,818 | 12,053 | 85,426 | 78,547 | 6,879 | 8.8% |
| TOTAL | 361,021 | 361,217 | 2,652,596 | 2,650,051 | 2,545 | 0.1% |

**CLEVELAND PUBLIC LIBRARY
BRANCH ATTENDANCE AUGUST 2012**

| BRANCH | Monthly Total | | Year-to-Date | | YTD | YTD |
|-------------------------|---------------|---------|--------------|-----------|-----------|--------|
| | 2012 | 2011 | 2012 | 2011 | Gain/Loss | %G/L |
| Addison | 7,800 | 7,118 | 58,963 | 47,838 | 11,125 | 23.3% |
| Broadway | 1,861 | 1,973 | 13,116 | 12,593 | 523 | 4.2% |
| Brooklyn | 5,640 | 6,191 | 37,890 | 38,365 | -475 | -1.2% |
| Carnegie West | 17,886 | 19,830 | 143,277 | 149,805 | -6,528 | -4.4% |
| Collinwood | 6,755 | 8,587 | 55,115 | 57,020 | -1,905 | -3.3% |
| East 131st | 7,689 | 8,319 | 57,073 | 51,937 | 5,136 | 9.9% |
| Eastman | 13,298 | 13,779 | 97,262 | 96,914 | 348 | 0.4% |
| Fleet | 12,332 | 13,402 | 89,263 | 86,387 | 2,876 | 3.3% |
| Fulton | 8,990 | 10,128 | 64,082 | 62,694 | 1,388 | 2.2% |
| Garden Valley | 5,649 | 6,402 | 38,698 | 41,389 | -2,691 | -6.5% |
| Glenville | 8,928 | 9,358 | 64,807 | 61,720 | 3,087 | 5.0% |
| Harvard-Lee | 8,720 | 10,056 | 66,845 | 69,239 | -2,394 | -3.5% |
| Hough | 12,009 | 17,847 | 99,685 | 118,129 | -18,444 | -15.6% |
| Jefferson | 8,480 | 9,470 | 67,889 | 65,901 | 1,988 | 3.0% |
| Langston Hughes | 7,902 | 8,015 | 52,274 | 51,274 | 1,000 | 2.0% |
| Lorain | 9,127 | 9,477 | 65,772 | 60,438 | 5,334 | 8.8% |
| Martin Luther King, Jr. | 9,648 | 6,661 | 67,261 | 48,342 | 18,919 | 39.1% |
| Memorial-Nottingham | 5,678 | 10,139 | 44,749 | 68,568 | -23,819 | -34.7% |
| Mt. Pleasant | 7,119 | 8,247 | 49,520 | 54,438 | -4,918 | -9.0% |
| Rice | 13,768 | 15,714 | 100,782 | 112,037 | -11,255 | -10.0% |
| Rockport | 12,476 | 14,885 | 88,874 | 92,916 | -4,042 | -4.4% |
| South | 8,666 | 9,271 | 68,721 | 68,704 | 17 | 0.0% |
| South Brooklyn | 13,791 | 16,416 | 105,717 | 116,725 | -11,008 | -9.4% |
| Sterling | 14,360 | 18,210 | 101,590 | 111,701 | -10,111 | -9.1% |
| Union | 8,985 | 8,465 | 57,234 | 72,014 | -14,780 | -20.5% |
| Walz | 10,018 | 12,259 | 75,551 | 82,581 | -7,030 | -8.5% |
| West Park | 10,955 | 10,907 | 86,948 | 84,537 | 2,411 | 2.9% |
| Woodland | 8,884 | 10,787 | 60,674 | 64,187 | -3,513 | -5.5% |
| TOTAL | 267,414 | 301,913 | 1,979,632 | 2,048,393 | -68,761 | -3.4% |

**CLEVELAND PUBLIC LIBRARY
BRANCH RANKINGS AUGUST 2012**

| Branch | Total Circulation |
|-----------------------------------|-------------------|
| 1 West Park | 26,021 |
| 2 Rockport | 25,247 |
| 3 South Brooklyn | 24,851 |
| 4 Eastman | 20,102 |
| 5 Walz | 18,331 |
| 6 Memorial-Nottingham | 18,241 |
| 7 Fleet | 17,532 |
| 8 Rice | 16,288 |
| 9 Carnegie West | 15,228 |
| 10 Lorain | 13,501 |
| 11 Addison | 13,033 |
| 12 Fulton | 12,947 |
| 13 Woodland | 11,818 |
| 14 Harvard-Lee | 10,974 |
| 15 Collinwood | 10,972 |
| 16 Brooklyn | 10,514 |
| 17 Glenville | 9,982 |
| 18 Union | 9,951 |
| 19 Jefferson | 9,908 |
| 20 Martin Luther King, Jr. | 9,404 |
| 21 South | 9,243 |
| 22 Sterling | 8,875 |
| 23 Langston Hughes | 8,203 |
| 24 Mt. Pleasant | 7,830 |
| 25 Hough | 6,808 |
| 26 East 131st | 5,922 |
| 27 Garden Valley | 5,692 |
| 28 Broadway | 3,603 |
| | 361,021 |

| Branch | Attendance |
|-----------------------------------|----------------|
| 1 Carnegie West | 17,886 |
| 2 Sterling | 14,360 |
| 3 South Brooklyn | 13,791 |
| 4 Rice | 13,768 |
| 5 Eastman | 13,298 |
| 6 Rockport | 12,476 |
| 7 Fleet | 12,332 |
| 8 Hough | 12,009 |
| 9 West Park | 10,955 |
| 10 Walz | 10,018 |
| 11 Martin Luther King, Jr. | 9,648 |
| 12 Lorain | 9,127 |
| 13 Fulton | 8,990 |
| 14 Union | 8,985 |
| 15 Glenville | 8,928 |
| 16 Woodland | 8,884 |
| 17 Harvard-Lee | 8,720 |
| 18 South | 8,666 |
| 19 Jefferson | 8,480 |
| 20 Langston Hughes | 7,902 |
| 21 Addison | 7,800 |
| 22 East 131st | 7,689 |
| 23 Mt. Pleasant | 7,119 |
| 24 Collinwood | 6,755 |
| 25 Memorial-Nottingham | 5,678 |
| 26 Garden Valley | 5,649 |
| 27 Brooklyn | 5,640 |
| 28 Broadway | 1,861 |
| | 267,414 |

| 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 |

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

| OTHER TRANSACTIONS | Monthly Total | | Year-to-Date | | YTD |
|---------------------------|----------------------|---------------|---------------------|----------------|------------------|
| | 2012 | 2011 | 2012 | 2011 | Gain/Loss |
| Loans* to: | | | | | |
| CLEVNET | 93,702 | 86,442 | 678,087 | 622,270 | 9.0% |
| MORE | 885 | 918 | 7,100 | 7,221 | -1.7% |
| Other Libraries | 810 | 447 | 4,034 | 4,266 | -5.4% |
| TOTAL | 95,397 | 87,807 | 689,221 | 633,757 | 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 | 20,628 | 28,818 | 194,937 | 202,573 | -3.8% |
| KnowItNow Web Reference* | 352 | 253 | 6,929 | 6,054 | 14.5% |
| Interlibrary Loan Requests | 5,611 | 3,525 | 32,950 | 29,281 | 12.5% |
| TOTAL | 26,591 | 32,596 | 234,816 | 237,908 | -1.3% |

*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 | 7,684 | 8,177 | 62,283 | 60,305 | 3.3% |
| Total Items Added | 26,816 | 28,078 | 211,953 | 234,120 | -9.5% |

| HOURS OPEN | Monthly Total | | Year-to-Date | | YTD |
|---------------------|----------------------|-------------|---------------------|-------------|------------------|
| | 2012 | 2011 | 2012 | 2011 | Gain/Loss |
| Main Library | 216 | 216 | 1,622 | 1,608 | 0.9% |
| Branches | 6,367 | 6,391 | 47,919 | 47,434 | 1.0% |

| MYTUNES | August 2012 | July 2012 | June 2012 | May 2012 | Apr 2012 |
|--------------------------|-------------------------|------------------|------------------|-----------------|-----------------|
| | Songs Downloaded | 6,370 | 6,896 | 6,373 | 6,468 |
| Users | 1,028 | 1,028 | 991 | 982 | 1,087 |
| New Registrations | 10 | 15 | 13 | 17 | 14 |

HOW WE SPENT OUR SUMMER

Opened TechCentral on June 18, 2012



36,314

Visitors



28,470

Computer sessions



357

Tech Toybox and myCloud
equipment checkouts

Summer Reading and Lunches

12,144

Lunches served during the
Summer Lunch Program



35,896

Books read during the
Summer Reading Club



1,616

Summer Reading Club finale attendance
at Cleveland Metroparks Zoo

